



Job Description

Position: Digital Content Officer

Reports to: Senior Manager – Brand & Digital

Language Requirement: Bilingual (English and French) - asset

Location: Ottawa preferred. Candidates will be considered along the Toronto, Ottawa, Montreal corridor, with some required travel within Canada

Salary Range: \$50,000 to \$60,000

Posting Date: January 30th, 2025

Reply Deadline: February 20th, 2025

Job Profile

United Way Centraide (UWC) is Canada's leading network of local community builders empowering people to make lasting social change in their community. With a presence across Canada, serving over 5000 communities, our federated network of local United Ways and Centraides tackle the important social issues of poverty and social exclusion in their communities. Our vision is that everyone in every community has the opportunity to reach their full potential. United Way Centraide Canada (UWCC) is the national office that provides leadership and services to UWC members across the country.

The Digital Content Officer reports to the Senior Manager, Brand & Digital, and plays a pivotal role in bringing UWCC's brand to life through exceptional graphic design, content creation, and digital storytelling. This position supports the creation of visually compelling and impactful materials for digital and print channels, while ensuring the UWCC brand remains consistent and vibrant across all platforms.

The Officer will have proven expertise in graphic design, content creation, and digital communications. They will collaborate within the Marcom team and with marketing colleagues across Canada to deliver high-quality, visually engaging assets that drive positive brand engagement. Creativity, attention to detail, and a passion for design and social justice are key attributes for success in this role.

Responsibilities

Graphic Design and Content Creation (60%)

- Design and produce high-quality visuals for digital platforms, including social media graphics, infographics, web banners, email templates, and video elements.
- Develop print materials such as reports, brochures, posters, and promotional items that align with UWCC's brand guidelines.
- Create and manage engaging content for digital platforms, including photography, short videos, and animations.

- Collaborate with internal stakeholders to conceptualize and execute creative campaigns that resonate with diverse audiences.
- Ensure all visual content adheres to accessibility standards and best practices for inclusivity.

Digital Channel Management (25%)

- Maintain and update content on UWCC's digital platforms, including the website and social media channels.
- Monitor the performance of digital assets using analytics tools, producing reports and actionable insights to improve engagement.
- Coordinate the design and production of UWC's flagship publications, including the annual report and impact reports, optimized for both digital and print formats.
- Support the development of creative assets for email campaigns, ensuring responsive design and user engagement.

Brand Stewardship (10%)

- Support the enforcement of UWCC's visual identity guidelines.
- Provide training and resources to network members to ensure consistent application of the brand across all materials.
- Assist with quality assurance for brand compliance in digital and print assets across the UWC network.

Administrative Support and Collaboration (5%)

- Manage vendor relationships for outsourced creative projects, including print production and specialized design needs.
- Assist in maintaining a digital asset library for use by internal teams and network members.
- Ensure all relevant brand, marketing, and communications documents, and UWC Marketing & Communications member lists are up to date, saved, organized, and accessible in United Way Online, UWCC's Member Database (MDB), and in the Team Shared Drive.
- Contribute to team planning, budgeting, and KPI tracking related to content creation and design.
- Provide support for internal communications, including presentations and staff events.

Qualifications

Education:

- Post-secondary degree or diploma in graphic design, communications, marketing, or a related field.

Experience:

- Minimum two (2) years of professional experience in graphic design, content creation, or digital communications.
- Proven ability to create visually engaging assets across multiple platforms and formats.
- Experience in the non-profit sector is an asset.

Skills / Knowledge:

- Language Requirement: Bilingual Asset (English and French).
- Proven proficiency in design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, etc.).
- Strong understanding of web platforms including WordPress and E-crm platforms like Mail Chimp (or similar).
- Attention to detail and high level of accuracy in both English and French.
- Adaptability and a 'can-do' attitude with strong customer service orientation.
- Thrives in a fast-paced, changing environment.
- Proficiency in creating impactful, engaging content for syndication across multiple digital channels.
- Proficiency in video editing and animation tools is a strong asset.
- Demonstrated experience with managing web platforms and social media channels, including Facebook, Instagram, Twitter, LinkedIn and YouTube.
- Demonstrated experience with online analytic tools and performance dashboards (Google Analytics, etc.).
- Understanding of SEO, SEM.

Location

- Ottawa preferred. Candidates will be considered along the Toronto, Ottawa, Montreal corridor, with some required travel within Canada.
- Must be eligible to work in Canada.
- Regular office hours are 8:30am to 4:30pm. From time to time, there may be flexibility required (evening or weekend) to support program activities and maintain social channels.

Diversity, Equity, and Inclusion

United Way Centraide Canada hires based on merit and is strongly committed to diversity and equity within its community and to providing a welcoming and inclusive workplace. It especially welcomes applications from Black, Indigenous and People of Colour, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

How to apply

Please send your resume and portfolio in confidence to: recruitment@e2rsolutions.com

We thank everyone for applying; however, only qualified candidates will be contacted.