

Digital Communications Coordinator

(Job # 2022-003-IE)

Department:	Corporate Services
Status:	Full-Time, Permanent
Date Posted:	January 5, 2022
Date Closing:	January 19, 2022 at 4:30pm
Number of Positions:	1
Scheduled Hours/Shifts:	35 hours per week, 8:30 a.m. to 4:30 p.m., Monday to Friday
Salary:	\$67,346.05- \$81,936.77 per year

Position Purpose: Under the direction of the Corporate Communications Officer, the Digital Communications Coordinator is responsible for developing and implementing digital communications and engagement strategies to support the Town's programs, services, initiatives and corporate priorities. This position is responsible for content management, oversight and day-to-day coordination of the Town's corporate online digital platforms including the Town's internal and external websites, eNewsletters, mobile app platforms, and social media.

Qualifications and Requirements:

- 3-year College or University program (Public Relations, Communications, Journalism, Graphic Design, Multimedia, Web, Marketing, Advertising, or Business) or related field.
- Minimum four (4) years progressively responsible experience in website content management and online public engagement and, at a minimum, two years of marketing, advertising, corporate communications and/or public relations experience;
- Experience at a federal, provincial, regional or municipal government organization and familiarity with municipal Councils and Board of Directors an asset;
- Demonstrated experience in either an agency or corporate environment with a specific focus on digital content creation, implementation and design for web, social media and other digital platforms;
- Extensive knowledge in the use of social media tools such as Twitter, Facebook, LinkedIn and Instagram to promote business objectives and an understanding of digital marketing principals;
- Strong proficiency in Microsoft Office, Adobe Creative Suite (including Photoshop, InDesign and Acrobat), web management platforms, eNewsletter platforms, audio and video editing software and a variety of social media channels;
- Vast understanding of customer engagement metrics and marketing return on investment (ROI) sourced from digital channels; Excellent editing and writing skills; required to be meticulous about accuracy and grammar with a sound understanding of writing for the web and engaging various online audiences. Advanced written and verbal communication skills in English;
- Knowledge of web analytics (preferably *Google Analytics*) and knowledge of producing and implementing web/social media strategies as well as familiarity with Search Engine Optimization and Performance (SEO, SEP);
- Demonstrated knowledge and experience in web accessibility guidelines and legislation (AODA, WACG 2.0, CASL technical standards) and current trends and best practices for use of digital and social media platforms as it relates to Town business;
- Due to the nature of the work, this position must work flexible hours, including evenings and weekends, based on the Town's schedule of events and business demands.

How to apply:

Please forward your resume in confidence by **January 19, 2022 at 4:30 pm** identifying **Job # 2022-003-IE - Last Name, First Name** in the subject line to hr@townofws.ca. Please ensure your application is saved in one single document.

Committed to diversity and a barrier-free environment: Whitchurch-Stouffville is an equal opportunity employer committed to an inclusive, barrier-free recruitment and selection process. As we grow, it's important that our workforce reflect the citizens we serve. At the Town, we respect, encourage, and celebrate our diversity. If contacted for an employment opportunity, please advise if you require accommodation.

As a result of the COVID-19 pandemic and in support of the Town's commitment to a healthy and safe workplace, the Town has a vaccination requirement for all employees. Successful candidates will be made an offer of employment on the condition of being fully vaccinated against COVID-19. Fully vaccinated is defined as having received all of the required doses of a Health Canada approved vaccine and having received the final dose at least 14 days prior to start date.

Successful candidates will be asked to provide proof of full vaccination. In the event that a candidate is unable to be vaccinated as a result of a ground protected by applicable provincial human rights legislation, the Candidate may submit a written explanation of the ground and any supporting documentation to determine if they are exempt from this requirement.

We thank all applicants for their interest in this position, however, only those applicants selected for an interview will be contacted.