

Position Title: **Communications Coordinator**

To Apply: Please email your cover letter, resume and two work samples (communications plans, social media posts, blogs, writing samples or other) to Lori Farquharson at lori.farquharson@zebracentre.ca. This posting closes on **September 21, 2018**.

Summary: Reporting to the Director of Business and Community Development, the Communications Coordinator will facilitate the strategic planning, execution and evaluation of all internal and external communications and fundraising activities. The role will engage all levels of internal and external stakeholders with strategic communication including online and traditional marketing, campaign development, social media, media relations and internal communications. The successful candidate will manage all communications activities that promote, enhance and protect the Zebra Centre's reputation and positioning in the community. This person will be an ambassador for the Zebra Centre and will be required to build positive relationships with media, donors and community partners.

Qualifications: The Communications Coordinator will possess the following qualifications and skills:

- Bachelor's degree in journalism, communications, business administration, English or related fields.
- 3+ years of experience in a media relations, communications, social media or marketing role.
- Demonstrated experience developing and managing comprehensive digital communications, media relations, and marketing programs to advance an agency's mission, vision and strategic goals.
- Exceptional writing, grammar and editing skills.
- Ability to prioritize multiple projects with competing deadlines.
- Sound knowledge of online marketing tools and social networking.
- Strategic thinker with the ability to tailor messaging for different audiences and mediums.
- Experience working with donors, stakeholders and partners on signature and third-party events.
- Demonstrated experience working with multimedia tools including Adobe Creative Suite.

Responsibilities: The Communications Coordinator will be responsible for the following job duties:

Media Relations

- Actively research and source opportunities to secure positive earned media coverage.
- Liaise between members of the media, Zebra Centre staff and partner organizations to facilitate all media requests and questions.
- Draft and distribute media materials including press releases, media advisories, backgrounders and fact sheets.
- Create key messaging, prepare spokespeople and serve as the Zebra Child Protection Centre spokesperson as required.
- Develop and maintain mutually beneficial relationships with key media stakeholders.
- Consistently track all media coverage related to the Zebra Child Protection Centre and related issues.

Online Marketing and Social Media

- Develop and implement a strategic plan to increase the Zebra Child Protection Centre's online presence and engagement.
- Daily maintenance and stakeholder interaction on the Zebra Centre's social media networks: Facebook, Twitter and Instagram.
- Draft and update website content including blog.
- Analyze website analytics and implement website/online presence improvements as needed.
- Actively research industry best practice and emerging trends in online marketing and implement new technologies/programs at the Zebra Child Protection Centre.
- Maintain the Zebra Child Protection ecommerce platform by posting and promoting new items, managing inventory and fulfilling orders.

Marketing and Brand Development

- Ensure that all internal and external collateral reflects the mission, vision, values and brand of the Zebra Child Protection Centre.
- Source and work closely with third party contractors to facilitate the Centre's graphic design, website, signage and video production needs.
- Write and edit copy for website, blog, annual reports and other collateral as needed.
- Create and distribute promotional eblasts for specific fundraising and event initiatives.
- Research and source promotional opportunities with partner organizations, content experts, influencers and local media organizations.

Internal Communications

- Maintain internal communication with staff, partner organizations and volunteers by compiling, writing and distributing monthly electronic newsletters and facilitating ongoing communications.
- Foster relationships with internal partners to facilitate internal communications; including but not limited to memorandums, working with partners on media opportunities, identifying subject matter experts and supporting internal teams on communications requests.
- Work with Board of Directors and Board Committees to leverage Board expertise and communicate Centre achievements

Fund and Community Development

- Develop and implement communications strategies that will contribute to the fundraising objectives of the Centre.
- Maintain communication with community stakeholders, donors and partners by distributing ongoing communications and Zebra Centre updates, liaising with external stakeholders and overseeing all donor communications.
- Represent the organization at key public events and functions as required.
- Source granting opportunities, submit grant applications and review all Zebra Centre grant applications to ensure consistency.

Events

- Support the Director of Business and Community Development in planning and executing third party and signature fundraising events.
- Work closely with third party fundraising event organizers to achieve their marketing and communications objectives.

Benefits:

In addition to a comprehensive health, dental and life benefits package, the Zebra Child Protection Centre offers an employee RRSP program, free underground heated parking, three weeks' annual vacation and two additional mental wellness days per year. Communication tools (cellular telephone, iPad and other tools) provided. Compensation commensurate with experience.