



## JOB DESCRIPTION

<b>TITLE:</b>	<b>Digital Communications Coordinator</b>
<b>LOCATION:</b>	Remote/South Centre Executive Tower
<b>DEPARTMENT:</b>	Engagement & Advocacy
<b>SUPERVISOR:</b>	Director of Digital Engagement
<b>DIRECT REPORTS:</b>	None
<b>HOURS:</b>	38.75 hours/week (1.0 FTE)
<b>DAYS OF WORK:</b>	Monday to Friday; occasional evening and weekend work required

## POSITION SUMMARY

Receiving day-to-day guidance from the Director of Digital Engagement, the Digital Communications Coordinator will be part of a fast-paced, full-service digital marketing communications team that supports the fundraising initiatives of Calgary Health Foundation. The coordinator will work as part of a team that is specifically responsible for external & internal communications, social media, digital marketing, events, design, media relations, publications, video production and other projects.

## RESPONSIBILITIES

- Assist in the management of Calgary Health Foundation's digital media presence
- Support the digital media properties and ensure content integration across platforms
- Manage the social community and content calendar
- Develop online communications tools, including web and social media content
- Create compelling graphics for digital platforms that align to the brand
- Stay current with marketing trends and other areas affecting the fundraising business
- Assist with research and marketing communication measurement
- Participate in weekly team meetings
- Develop work-back calendars and progress reports
- Organize and maintain the team's digital library and file archives
- Provide administrative support, as needed
- Perform other duties, as assigned

## QUALIFICATIONS & EXPERIENCE

- Post-secondary education in public relations, communications, marketing and/or journalism
- Experience in digital communications, social media marketing, or related field
- Experience with photography and graphic design, including a working knowledge of Adobe Creative Suite and related graphic design software
- Experience with web content authoring
- Proficient with Microsoft Office products – Word, Excel, PowerPoint and Outlook
- Familiarity with digital analytics and measurement



## **KNOWLEDGE, SKILLS & ABILITIES**

- Excellent oral and written communication skills
- Professional and personable
- Strong project management, organizational and time management skills
- Logical, work-oriented and analytical; a critical thinker
- Attention to detail is essential
- High energy, flexible and able to take initiative and work both independently and as part of a team

## **WORKING CONDITIONS**

- Sedentary computer work in an office and home setting
- Some travel to hospital sites and community events required
- Occasional evening and weekend work