

## **Communications Coordinator job description**

This is a part-time position, preferably based in Ottawa, accountable to the General Secretary-Treasurer of the Canadian Yearly Meeting (CYM) of the Religious Society of Friends.

### Required Skills and Qualifications

- Two or more years of experience in a similar or related position; non-profit experience is an asset.
- A relevant degree or diploma (e.g. communications, marketing, non-profit management, social justice, religion, philosophy, English), or equivalent experience. Formal communications education or training is an asset.
- Strong digital skills and excellent knowledge of MS Office, Google Suite, basic HTML, and basic graphic design.
- Ability to produce, edit, and/or manage communications content using various communication software such as Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), Canva, WordPress, mass email/CRM software (e.g. MailChimp, CyberImpact, Constant Contact), social media (Facebook, Twitter, Instagram), video platforms (Vimeo and YouTube) and/or similar programs.
- Experience editing others' work in a collaborative, supportive manner.
- Knowledge of Canadian Press style guides and ability to work with and/or willingness to learn specialized Quaker terminology and tone.
- Knowledge of communications and fundraising ethics and best practices.
- Experience troubleshooting, researching, and making recommendations to individuals and/or groups.
- Ability to work both independently (proactively and with creativity) and as part of a team.
- Exceptional written and interpersonal communication skills in English; language skills in French and other languages spoken in Canada are an asset.
- Exceptional organizational abilities and time management skills; ability to meet deadlines, multi-task and prioritize workload.
- Ability to develop and implement a communications plan. Experience in developing, implementing and/or evaluating communication plans and materials is an asset.
- Experience working with volunteers.
- Experience working with external contractors and/or managing relationships with technical experts and service providers is an asset.
- Ability to work within a faith context based on testimonies of simplicity, peace, integrity, community, equality, and earth stewardship.

### Coordination & Strategy (20-25%)

Provide coordination for all CYM communications functions, including:

- In consultation with the CYM staff team, Publications and Communications Committee, communications contractors, and volunteer leads (known as CYM and CYM committee clerks), develop, implement, evaluate, and evolve communications strategies to strengthen internal operations, broaden outreach, and inspire financial and volunteer support for CYM.
- Develop and steward a system to integrate communications across all of CYM's communications methods (e.g. website, email, social media, direct mail, *The Canadian Friend* magazine), liaising with *The Canadian Friend* editor and various content authors.
- Assess communication needs, evaluate volunteer ideas, and develop new communications initiatives as needed.
- Research, recommend, and facilitate the use of compatible technologies for communication, ensuring CYM Friends are aware of new systems and trained in their use, as appropriate.
- Upon request, advise staff, contractors, and volunteers on communications matters and recommend appropriate communications platforms and third-party vendors.
- With the guidance of the Privacy Officer, ensure and oversee compliance with Canadian Anti-SPAM Legislation (CASL) and other relevant legislation and regulations.
- Assist Canadian Young Friends Yearly Meeting with communications as appropriate.
- As time allows, develop relationships with communications leads at other Quaker organizations, to support sharing of best practices and connecting communications efforts and resources.
- As time allows, further develop an inviting social media presence which effectively spreads information to members, attenders, and non-Quakers, and fosters a sense of community.

### Website Editing and Management (40-50%)

Coordinate CYM's website, quaker.ca, as an effective tool to communicate information both for in-reach and outreach:

- Liaise with other staff, volunteers, and contractors, to ensure the website is up to date, accurate, search engine optimized, stable, secure, and user friendly.
- Collaborate with *The Canadian Friend* editor and various content authors to coordinate cross-channel communications.
- Act as the primary web editor, adding and updating content (writing some directly and editing other contributors' writing).
- Maintain a cohesive system for managing editing permissions of other staff and volunteer users, and providing orientation and assistance to them, as appropriate.
- Oversee the overall website design, ensuring visual and textual continuity, and manage periodic redesign and updates as needed.
- Ensure CYM domain names are appropriately managed and renewed.
- Ensure that website security and regular back-ups are appropriately managed.

### Support Volunteer-led Communications Work (10%)

Collaborate with the Publications and Communications Committee and coordinate contractor and volunteer efforts to:

- Support the effective writing, editing, production, and distribution of CYM's electronic newsletter.
- Monitor e-newsletter metrics and seek to increase its audience.
- Maintain appropriate digital editorial calendars.
- Support the work of the Canadian Quaker Learning Series (currently held under the care of Winnipeg Monthly Meeting) in publishing and distributing their pamphlets/publications.
- Liaise with the CYM staff team and various CYM committees on how best to communicate and promote CYM programs such as online courses or events.

### Fundraising (10%)

Support CYM fundraising by collaborating with the CYM staff team, Contributions Committee, and volunteers, as appropriate, to develop compelling fundraising resources and communications.

- Integrate fundraising needs and best practices into CYM's overall communications strategy.
- Assist with content for donor communications.

### Other Responsibilities (10-15%)

In collaboration with other staff, contractors, and volunteers as appropriate:

- Maintain @quaker.ca email addresses and forwarders.
- Assist other staff and CYM committee members with the use of Google Suite.
- Over time, develop, coordinate, and steward a library of images for CYM use, including photos and videos from Canadian Quaker events. Administer appropriate photo permissions.
- Support effective record-keeping in relation to CYM's communications efforts, including ensuring that full design files, editorial policies, etc., for *The Canadian Friend* are kept on file.
- Create, edit, and upload photos and videos to the Quaker.ca website and social media platforms.
- Monitor and moderate content on Canadian Quaker social media platforms.
- Collaborate with the CYM staff team regarding shared responsibilities, including
  - Administration of the online email distribution for the electronic newsletter and *The Canadian Friend*.
  - Updating and managing the contact/ mailing lists
  - Administrative support for meetings, events, education and outreach initiatives by CYM committees, e.g. online registrations, communications with participants, evaluations, etc.
  - Supporting institutional memory and contributing to volunteers, contractors, and staff orientation and transitions.
  - Contributing to staff meetings and strategic planning, monitoring expenses, and other general tasks such as preparing expense claims, responding to or redirecting requests as appropriate, maintaining orderly work files, etc.
  - When unexpected situations arise, assist with supporting other staff.
- Other tasks as assigned by the General Secretary-Treasurer in close consultation with the Publications and Communications Committee.