

COMMUNICATIONS COORDINATOR - Job Description (revised February 2021)

The Communications Coordinator is a half-time position, accountable to and overseen by the CYM General Secretary-Treasurer.

Required Skills and Qualifications

- Exceptional organizational abilities and time management skills; ability to meet deadlines, multi-task and prioritize workload;
- Ability to work both independently (with creativity and proactivity) and as part of a team;
- Exceptional writing and interpersonal communication skills in English; language skills in French and other languages spoken in Canada an asset;
- Experience in developing, implementing and evaluating communication plans and materials;
- Strong computer skills and excellent knowledge of MS Office, Google Suite, Wordpress, basic HTML, basic graphic design;
- Knowledge of website management in a Wordpress environment;
- Knowledge of mass email/CRM software such as MailChimp, CyberImpact, Constant Contact or a similar program;
- Knowledge of communications and marketing ethics and best practices;
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- Experience working in volunteer-led organizations an asset;
- Experience with socially progressive faith-based contexts as asset;
- Relevant diploma or equivalent experience and at least 2 years work experience in a similar or related position, non-profit experience preferred.

Assets

- Fluency in: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), Facebook, Twitter, Instagram, Vimeo and YouTube

Responsibilities

Provide leadership for all CYM communications functions, including:

- In consultation with other staff and relevant CYM clerks, develop, evaluate, and evolve communications strategies to strengthen internal operations, broaden outreach, and inspire financial and volunteer support for Canadian Yearly Meeting's work.
- 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).
- Assess communication needs, evaluate volunteer ideas, and develop new communications initiatives as needed.
- Research, recommend, and facilitate use of compatible technologies for communication, ensuring CYM Friends are aware of new systems and trained in their use, as appropriate.
- Advise staff, contractors, and volunteers on communications matters and recommend appropriate 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 required.
- 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 among CYM Friends.

Coordinate CYM's website, quaker.ca, as an effective tool to communicate information both for inreach 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.
- Act as the primary 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, 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.

Collaborate with Publications & 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 grow 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 contractors who have a communications-related function e.g. online course facilitators.

Support CYM fundraising by collaborating with Contributions Committee, CYM Clerks, and other staff and volunteers as appropriate, to develop compelling fundraising communications.

- Integrate fundraising appeals in CYM's editorial calendar.
- Assist with content for thank you letters to donors.

Other Responsibilities:

- Administer online email distribution/community relationship management (CRM) system (PubCom uses CyberImpact for electronic newsletter).
- Maintain @quaker.ca email addresses and forwarders.
- Assist other staff and CYM committee members with use of Google Suite.
- 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.

- Support institutional memory and contribute to orientation and transitions of volunteers, contractors, and staff.
- Create, edit and upload photos and videos to Quaker.ca website and social media platforms.
- Provide advice to CYM Committee which plan events and communications.
- Arrange for resources to facilitate online meetings (e.g. Zoom account).
- Collaborate with the Office Coordinator regarding shared responsibilities, including
 - updating and managing the contact/ mailing lists
 - administrative support to education and outreach initiatives by CYM committees e.g. online registrations, communications with participants, evaluations, etc.
- Monitor and moderate content on Canadian Quaker social media platforms.