



Digital Communications Coordinator Contract Position

The Diocese of Toronto is seeking a full-time Digital Communication Coordinator for a 13.5 month contract position while the current incumbent is on leave. The Diocese is currently engaged in revamping our website and the Coordinator will be responsible for the transition and ensuring that staff are trained on the new website. This role is critical to the Diocesan public profile across all channels and is responsible for the Diocesan social media. This position reports to the Director of Communications, and works closely with committees, and other diocesan department members to provide support for the successful planning, development and implementation of a wide range of digital communication initiatives.

The successful candidate for this role will be a calm communication professional, with strong collaboration skills, excellent customer service, the ability to work with multiple stakeholders and independently with minimal supervision, the ability to teach and coach others especially on social media and website content creation, and have demonstrable experience promoting the brand and values of an organization as part of the online communications strategy. This is a great opportunity to combine your communications experience with a structured not-for-profit organization that is full of people who are passionate about the work that we do.

About the Anglican Diocese of Toronto

The Diocese of Toronto is the largest Anglican diocese in Canada by population and membership, and it stretches over 26,000 square kilometers of urban, rural and suburban communities. We proclaim and share the gospel of Jesus Christ, episcopally led by the Bishop of Toronto and four suffragan bishops, and synodically governed. The Anglican Diocese of Toronto has 207 congregations and is the most populous of the 30 dioceses in the Anglican Church of Canada. We value faith, compassion, collaboration, accountability, and boldness. For more information on the Diocese of Toronto, its ministry and its strategic priorities, please refer to www.toronto.anglican.ca.

The Digital Communications Coordinator's work will be in the following areas:

1. Website (50%)
 - Manage the transition to a new website that is fully integrated with social media.
 - Ensure staff are trained on the new website and technical issues are addressed promptly. (Content management system is WordPress.)
 - Maintain the Diocesan website to ensure content is relevant and up-to-date; develop content for website; work with departments to help them develop content.
2. Social Media (20%)
 - Implement the Diocesan social media strategy and policy, and oversee the Diocesan social media channels, including Facebook, Twitter and YouTube.
 - Use social media to engage with people both inside and outside the Anglican Church, creating community and fostering interactivity. Raise the Diocesan brand recognition and public profile across all channels.
 - Coordinate with the Diocesan Bishop to oversee and administer their social media presence.
3. Research, Writing, Editing, and Communications (15%)
 - Identify, research, write and edit articles for the Diocesan website and the monthly newspaper, *The Anglican*. Integrate content across various digital communication channels to increase reach.
 - Edit and distribute bi-weekly e-newsletter for clergy and lay leaders (Bulletin Board).

- Monitor press/media coverage using Google Alerts and report to Director of Communications for possible action.
4. Communications Planning (15%)
- Participate in the development and implementation of communications plans and strategies.
 - Provide communications, website, social media, and video production advice, training, and support to departments and committees of the Diocese and parishes.
 - Identify tools to improve internal communications, both within the Diocesan Centre and with clergy and parishes.

Skills and Qualifications:

The candidate should have a minimum of 3 years' experience with social media and website management and strategies. Bachelor's degree or diploma in English, journalism, marketing, communications or related discipline. Strong research, writing and editing skills are necessary. Technical skills should include Microsoft Office Suite, Adobe Photoshop Elements, Constant Contact, social media platform tools (Facebook, Twitter, YouTube, LinkedIn, Hootsuite), WordPress, Blogger.

The position requires excellent communication and listening skills, organizational skills and being detail-oriented, interpersonal skills, the ability to take initiative, and meet deadlines. Candidates must be able to demonstrate a high level of accountability, innovation and commitment to best practices, adaptability and flexibility, and the ability to build relationships. Knowledge of or a willingness to become familiar with the structure, functions and values of the Anglican Church of Canada, and basic photography skills are an asset.

Reporting Relationship: The Digital Communications Coordinator will report to the Director of Communications.

If you would like to apply for this position, forward your application by **February 23, 2020** to:

Human Resources
Anglican Diocese of Toronto
135 Adelaide St. E., Toronto, Ontario M5C 1L8
Email: hr@toronto.anglican.ca

We thank all applicants however only those selected for an interview will be contacted. No phone calls please. Visit our web site at: **www.toronto.anglican.ca**

The Anglican Diocese of Toronto embraces diversity and is committed to creating an inclusive workplace. Our goal is to attract, develop and retain highly talented employees from diverse backgrounds, allowing us to benefit from a wide variety of experiences and perspectives. The Diocese has an Accommodation Policy and accommodation will be provided at any point throughout the hiring process, provided the candidate makes their accommodation needs known to the Diocese. We welcome applications from all qualified persons. The Toronto Anglican Diocese is an equal opportunity employer.