



**Job Title:** Digital Marketing Coordinator

**Department:** Engagement

**Reports to:** Director, Learning and Engagement

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### **POSITION DESCRIPTION**

Reporting to the Director, Learning and Engagement, and working collaboratively with the Engagement team, the Digital Marketing Coordinator Working will create bold, inspiring, and engaging communications materials and lead innovative digital strategies in support of advancing the organization's mission, brand, and reputation across a variety of digital channels. You are a creative individual who thinks of new ways to find and convert customers through digital channels. You love automation and know how to leverage technology to improve our marketing reach. You have initiative and are ready to put your skills to work!

**Areas of focus:** digital marketing, social media, marketing, communications, website development and maintenance (wordpress), and graphic design, etc.

#### Digital Marketing and Communications

- Digital advocacy and storytelling – through imaginative, bold, and creative designs, compelling storytelling, videography, photography, and editing you will give our stakeholders reasons to talk about The Federation through educational, memorable, and influential content
- Digital campaign support - you will lead and contribute to strategy development for online and social media campaigns in support of The Federation with the purpose of maximizing awareness and advancing member engagement, stewardship, and recognition

#### Website Development and Maintenance

- In 2022, The Federation will be launching a refreshed website – you will be a key contributor to the redevelopment of our website
- In collaboration with the Marketing and Communications Coordinator, update The Federation website and website content, maintain website functionality
- In collaboration with the Marketing and Communications Coordinator, help to improve UI/UX

#### Graphic Design

- Content creation – you are skilled at planning, producing, and creating visually engaging pleasing and effective designs in a variety of media formats including but not limited to video, photos, social media graphics, advertising, infographics, and web
- Strategically design, update, and maintain marketing collateral and resource materials for The Federation
- Build The Federations visual asset library

#### Admin

- Prepare and provide summary reports as requested
- Work with the Marketing and Communications Coordinator to ensure brand elements are maintained
- Prepare and provide summary reports as requested
- Other duties as required

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of digital marketing, social media, marketing, communications, website development and maintenance (wordpress), and graphic design
- Knowledge of cloud-based software, especially Office 365 and database management
- Knowledge of CRM's and Marketing Automation software
- Knowledge of HTML and experience with analytical tools
- Ability to manage multiple projects simultaneously
- Strong desire to promote the value of community
- Ability to communicate effectively, both verbal and written

#### **QUALIFICATIONS:**

- Diploma or Degree in Marketing, Digital Marketing, Communications, or a related field
- Experience in non-profit marketing or communications
- Experience in community organizing and mobilization
- Experience in a member-based organization
- This position will require occasional evening and weekend work as needed

#### **HOURS OF WORK:**

8:30am to 5:00 p.m. Monday to Thursday – 9:00 a.m. to noon Fridays. Evening and weekend work may be required.

#### **SALARY:**

Commensurate with experience. The Federation offers a competitive compensation and benefits package.

**Please send your electronic résumé and cover letter to:** Jason Kingsley – Director, Learning and Engagement – [jason@calgarycommunities.com](mailto:jason@calgarycommunities.com)

Please note that only candidates invited for an interview will be contacted