



### Children's Aid Foundation of Canada Position Description

<b>Position Title</b>	Coordinator, Content & Communications	<b>Type</b>	Full time
<b>Department</b>	Marketing, Brand and Communications	<b>Salary</b>	\$45,000-\$49,000
<b>Reports to</b>	Senior Manager, Communications	<b>Updated</b>	July 2022

### About Children's Aid Foundation of Canada

Children's Aid Foundation of Canada is our country's leading charity dedicated to improving the lives of children and youth growing up in the child welfare system. We raise and grant funds and deliver a wide range of high-impact programs and services in partnership with child- and youth-serving agencies across the country.

Our vision is to create a world where the children and youth we serve have the strength and resilience to forge a bright and positive future. Join us and together we will help empower children, youth and families involved with the child welfare system go from surviving to thriving.

The Foundation is a dynamic and growing organization committed to delivering excellence and maximizing the social value of donations and volunteer contributions to child welfare in Canada. Last year we raised over \$17.5M supporting 19,568 children, youth and families across Canada.

You picked an incredible moment to join the Children's Aid Foundation of Canada! We are leading a bold and ambitious transformational strategy that will drive growth and awareness and ultimately lead to increased funds to better serve our three priority areas:

- 1) children and families at risk,
- 2) children and youth living in government care, and
- 3) youth transitioning out of care.

### Position Description

**The Content & Communications Coordinator** will play a key role in supporting the execution of the Foundation's communications, content, and brand awareness strategies. Reporting to the Senior Manager, Communications, this role will support key communications and revenue generation activities at the Foundation, including digital fundraising and digital transformation efforts and mass market awareness building. The Coordinator will support the execution of the Foundation's Marketing and Communications strategy, producing digital and social content, providing digital creative and video editing support, and contributing to brand stewardship and management.

## **Responsibilities**

### **Content Creation – 45%**

- Support the deployment of compelling marketing, media and public engagement campaigns, to improve the Foundation's mass market awareness, lead generation and fundraising campaigns and direct response activities (offline and online), including one time giving and regular giving program
- Produce communications assets and social/digital content
- Conduct interviews with Youth Ambassadors, program experts, and other figures involved in child welfare and draft compelling articles, blogs, and other written products
- Proofread and review communications materials to ensure brand consistency and accuracy

### **Digital Creative and Video Editing – 35%**

- Provide digital creative support including layout for print/digital reports, marketing materials, and other creatives assets
- Provide production support including video editing for a variety of channels; social, events, donor stewardship, etc.

### **Cross Team Collaboration – 20%**

- Respond to requests from internal teams for advice on communications and content tactics and sharing of resources.
- Collaborate with the Marketing team on content development, lead generation tactics and conversion strategies.
- Collaborate with the Development team and Grants & Programs team to gather stories, data and assets for content development.

## **Qualifications**

- 1+ years of experience in digital marketing with experience in areas such as fundraising, email, website and social media.
- University or college degree in journalism, marketing, communications, or equivalent experience.
- Demonstrated ability to produce high-quality written materials such as articles or blog posts, often within tight timelines
- Demonstrated experience creating compelling content across a wide range of channels
- Demonstrated experience and knowledge of creating digital assets
- Demonstrated ability to produce and edits video assets
- Knowledge of website management/content management systems like WordPress and online fundraising portals such as Engaging Networks is considered an asset
- Fluency or familiarity with French is considered an asset

#### Skills and Abilities

- Proven creative and strategic thinker
- Excellent communication and analytical skills, creative problem solver, curious, pro-active, collaborative
- Ability to work independently, communicate at all levels with confidence and sound judgement, tact and confidentiality in relation to beneficiaries (the children and youth that we serve), donors, volunteers, staff and the public
- Excellent time management and organizational skills
- Experience with Microsoft Office, Adobe Creative Suite, and Canva
- Alignment to organizational values: Care and Compassion, Child and Youth Focused, Excellence and Leadership, Integrity, Collaboration/Teamwork

#### Hours of work

- Regular office hours: 9:00 am to 5:00 pm.
- Occasional evening and weekend hours.
- Vacation restrictions during busy periods.

#### Travel requirements

- Local travel occasionally, during business hours.

#### Supervisory Responsibilities

- N/A

**CAFC provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We welcome and strongly encourage applications from equity seeking groups, including members of communities that are overrepresented in the child welfare system. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.**

**We offer: 4 weeks' vacation per year, plus 3 float days, participation in the OMERS Pension Plan with contributions matched 100% by the employer, a comprehensive benefits (including medical, dental, life and disability) package, Employee Assistance Program and a competitive salary.**

CAFC staff are currently working in a hybrid work model, working remotely and in the downtown Toronto office 1 day a week when it is safe to do so. However, this role has the opportunity to be fully remote.

We acknowledge that the Foundation's main office is located in Toronto, which is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis. The area now known as Toronto is covered by Treaty 13. Children's Aid Foundation of Canada is committed to supporting meaningful reconciliation between Indigenous peoples and others in these lands and across Canada.

**To Apply:**

**To apply, please forward a current resume, with covering letter in one single document, detailing how your qualifications match this opportunity, to [enza@cafdn.org](mailto:enza@cafdn.org) and include "Coordinator, Content and Communications August 2022" in the subject line of your email by August 19, 2022.**

We thank all candidates for their interest in the work of Children's Aid Foundation of Canada; but only candidates selected for an interview will be contacted. No telephone inquiries please.