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**POSITION TITLE:** Coordinator, Communications  
**REPORTS TO:** Manager, Communications

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### **PURPOSE OF POSITION**

The communications coordinator writes and prepares written materials including ad copy, press releases, social media content, promotional materials, meeting documents, reports, etc. The position is also responsible for some graphic design work, overseeing all websites updates and maintenance. Managing projects assigned to freelancers may also be required from time-to-time.

### **JOB RESPONSIBILITIES**

#### **Communications**

- Assists with managing the communications dashboard and generating reports;
- Assists in generating ad copy and concept.
- Writes and updates website content as required;
- Writes and disseminates media advisories and press releases as required;
- Writes brochure / promotional material copy as required;
- Writes and gather content for digital communications (articles, photos) by deadline.
- Updates the CRM as needed;
- Other writing requests as required from time-to-time that may include, but is not limited to: presentations, speeches, government relations material.

#### **Graphic Design**

- Designing and laying out (including but not limited to): event materials (banners, tent cards, PPTs, invitations, badges, signage), trade show booths, print and online advertising, logo creation, website design, photo enhancement, infographics, kit folders, delegate kits, promotional items, e-newsletters.
- Collaborating with external vendors and other departments to ensure final products meet and exceed departmental standards for quality, timelines and cost-effectiveness;
- Keeping project managers aware of project updates and changes; proactively trouble-shooting technical and stylistic aspects on assigned projects; identifying potential problems or opportunities related to assigned projects.
- Maintaining quality control by delivering work in a timely manner, meeting both internal and external deadlines; coordinating workloads to complete jobs and ensuring mechanicals are ready and approved on time;
- Maintaining design files in accordance with internal standards, maintaining proper paperwork and workflow for assigned projects (including project sign-off sheets);
- Overseeing and managing the e-store and assisting in fulfilment and shipping of items;
- Researching and working with external vendors (signage companies, graphic and web designers, printers, etc.) including requesting and providing multiple quotes and recommending the most timely and cost-effective options;
- Producing or overseeing other design / website requests as required.

#### **KNOWLEDGE AND EXPERIENCE**

- Minimum three to five years' experience;
- Degree in communications, marketing, graphic design or a related field;
- Adherence to deadlines is a must, as is the ability to work quickly, efficiently and with accuracy often in pressured situations;
- Being organized, multi-tasking and attention to detail are required skill sets;
- Experience in project management from initialization to completion;
- Strong team-work, communication and collaborative skills are required;
- News and current event savvy;
- Knowledge in the implementation and organization of social media strategies for communication campaigns;
- Technical knowledge required includes a strong working ability in: Constant Contact, CMS (WordPress), Adobe Creative Suite and other graphic software;
- Proven ability to design and create brochures, reports, booklets, trade show booth materials, signage (include large dimensional projects), event materials, advertising, banners, electronic newsletters and e-blasts, photo enhancement, kit folders, delegate kits, badges and more as required;
- This position requires the technical knowledge to work closely with printers for the production of a wide array of items;
- Experience in non-profit or charitable sectors an asset.
- Bilingualism an asset.

#### **SUPERVISORY RESPONSIBILITIES**

n/a

#### **WORKING CONDITIONS**

Computer work, minor travel required and some overtime as required.