

JOB POSTING

Job Title: Digital Content Specialist
Status: Temporary Contract: 12 Months
Hourly Rate: \$22.29/hour
Posting Date: July 27, 2022

Department: Administration
Number of Positions: 1
Bargaining Unit: Exempt
Posting Close: August 12, 2022

East York/East Toronto Family Resources (EYET) is a non-profit multi-service agency providing a range of services, resources and supports to individuals, families and the community in key areas: early learning and child care, housing, outreach and community services within a community development and capacity building framework. EYET is committed to accountability, responsiveness, inclusion, innovation and collaboration.

Position Summary

Reporting to the Manager, Program and Administrative Services (“the Manager”) the Digital Content Specialist will lead the development of a unified EYET brand and digital communications strategy. The Digital Content Specialist will plan, produce and publish content that promotes the agency on digital and social media platforms, including the corporate website. The incumbent will support the development and implementation of a mix of EYET online strategies aimed at maximizing search engine optimization (SEO), standardizing digital content to meet AODA requirements, and engaging staff, volunteers, and clients in a positive user experience through high quality virtual engagement activities.

The Digital Content Specialist must be able to maintain confidentiality, work in a discrete manner, prioritize job assignments, lead and assist in multiple, simultaneously occurring projects, follow through in a timely manner, communicate effectively with individuals at all levels of the organization, and work within the context of the EYET Mission, Values and Strategic Plan.

Key Responsibilities Include

- Develop, maintain and enhance digital content on eyetfrp.ca website and all other corporate social media platforms;
- Participate in EYET online service integration strategic planning;
- Assume the lead in facilitating design, uploading and managing content
- Work in a cross-functional capacity with other departments to develop, implement and maintain effective social media campaigns;
- Complete all necessary search engine optimization (SEO) tasks, including, keyword research, on-page website optimization, link building, and other off-page optimizations;
- Maintain timely updates on EYET’s corporate website and social media platforms, ensuring they are accurate and properly aligned and/or linked appropriately;
- Ensure that all digital content is AODA compliant and adheres to EYET’s policies and procedures;
- Develop email outreach strategies that include the delivery timing, creative layouts, tailored messages, and subject lines;

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- Design and produce promotional and educational digital resources, as required for any areas of EYET's operations;
 - Prepare statistical summaries and reports on virtual participant activity through EYET's online resources, as required
 - Communicate and interact in a professional, collaborative/cooperative manner with the leadership team, other staff, volunteers, student placements and partner agency staff;
 - Provide effective support and guidance to the leadership team and staff with regard to various departmental activities as assigned;
 - Assume other tasks as required and delegated by the Manager

Minimum Qualifications

Interested candidates should possess:

- Completion of an academic degree or diploma in information technology, communication, business, marketing, or a related discipline.
- Minimum 2 years direct experience working in branded content creation, social media and other digital media.
- Demonstrated working knowledge and proficiency in the use of specialized digital content management software, including, but not limited to: Constant Contact, REV, Whiteboard, Vimeo, WordPress, etc.
- Prior experience in hosting/administering content via social media platforms (i.e. Instagram, Twitter, Facebook, LinkedIn, etc.)
- Demonstrated ability to work effectively both independently and in a team setting.
- Highly effective communication (written and verbal) skills with strong proficiency in English.
- Strong organizational and time management skills.
- Must be able to work occasional evenings and/or weekends

Please send your resume and cover letter to jobs@eyetfrp.ca being certain to include "Digital Content Specialist" in the email subject line no later than **4:30 p.m. on Friday August 12, 2022**. Applicant resumes and cover letter should be sent as a single PDF or MSWord document saved using a filename that includes the applicant's first and last names.

Only e-mailed applications will be accepted. No telephone enquiries, please.
Individuals from equity-seeking groups are encouraged to apply.

Interviews may be scheduled prior to the closing date of the job posting.
Only candidates selected for interview will be contacted.