



JOB POSTING

DIGITAL COMMUNICATIONS OFFICER

Location: Central Office, 675 Cochrane Dr. Suite 710, East Tower, Markham, ON, L3R 0B8

Wage: Schedule 2 employee as defined in the Collective Agreement between COPE 343 and WHSC. Wage range per year: \$99,066.38 - \$103,106.74

The Workers Health and Safety Centre (WHSC) requires a full-time Digital Communications Officer. Reporting to WHSC Director, Information Services and working with other WHSC Communications staff and IT and external consultants, the Digital Communications Officer will help support and expand WHSC's digital presence, help shape WHSC's communications efforts and public voice, create and curate content for our digital platforms, strengthen the impact of our interactions online, and evaluate content reach, impact and the results of our efforts.

WHSC is committed to fostering a workplace that is both inclusive and representative of the communities we serve. To meet these objectives, we invite all qualified candidates from diverse backgrounds to apply. It is WHSC Policy that all employees work in an inclusive environment that acknowledges and promotes equal rights for all persons, including those with disabilities, as outlined in the *Canadian Charter of Rights and Freedoms*, the *Ontario Human Rights Code* and the *Accessibility for Ontarians with Disabilities Act, 2005*. Please be advised that disability accommodation is available upon request.

For information about WHSC visit www.whsc.on.ca.

Applications will be accepted until **4:30 pm, Friday, November 17, 2017**. If interested, please contact Andrew Mudge, Assistant to the Executive Director – Administration at amudge@whsc.on.ca.

Required Experience:

- Minimum of 5 years' experience in a professional communications role with a digital communications focus, including knowledge of best practices and emerging trends for social media and web.
- Strong track record of effectively developing and managing a high profile presence and effective campaigns on key social media platforms.
- Considerable experience measuring, tracking and analyzing the performance and effectiveness of websites, campaigns and digital channels and then reporting on them — Experience using Google Analytics and Google Adwords is critical.
- Demonstrated experience with digital content production and management (copywriting, design, photo editing, film and audio production, etc.), tailored to different audiences and across multiple platforms.

Required Experience (cont.):

- Demonstrated expertise with SEO (search engine optimization) and SEM (search engine marketing).
- Degree in Marketing, Communications, Digital Media or relevant field.

Knowledge and Qualifications:

- A high degree of proficiency using social media platforms (Facebook, Twitter, YouTube, etc.) and web-based mass email platforms — Experience working with MailChimp and social media management tools (i.e. Hootsuite) an asset.
- Expertise with web content management systems, HTML, Microsoft CRM, PhotoShop, and media editing software for video and audio files (i.e. Final Cut Pro, Premiere Pro, Audacity) — Experience working with Kentico CMS an asset.
- Working knowledge of Web Content Accessibility Guidelines version 2.0.
- Excellent verbal and written communication skills.
- Strong knowledge and experience in the areas of communications planning, project management, and quality assurance.
- High level of attention to detail and accuracy, and ability to manage multiple projects/tasks concurrently.
- Experience effectively working with unions and/or other social justice organizations.
- Working knowledge of occupational health and safety.
- Ability to work effectively with a project team.

Responsibilities

- Execute the development and implementation of ongoing website improvements aimed at boosting the WHSC brand, our training sales and OHS activism in Ontario.
- Design strategic digital media campaigns leveraging existing WHSC channels and suggesting and implementing new channels to expand our reach.
- Write, edit and publish content to social media channels, websites and blogs.
- Conduct quality assurance across all digital platforms.
- Liaise with WHSC's IT group and web developers.
- Effectively optimise online content to ensure high visibility of WHSC.
- Conduct regular analyses of web and social media usage and develop approaches to optimize uptake.
- Monitor and report on ROI and KPIs for the website and digital marketing initiatives — outlining key learnings, as well as meaningful implications and actionable recommendations to help achieve overall organizational goals.
- Provide guidance and training to staff in using online tools effectively.
- Stay current with new and emerging technologies, social platforms and digital marketing best practices.
- Participate on committees and advisory groups as requested.
- Adhere to WHSC operating processes, policies and procedures.
- Performs other duties as required.