

Job Title:	Communications Coordinator	Job Class:	Coordinator
Division:	Community Engagement	Department:	Stakeholder Relations
Reports To:	Stakeholder Relations Director	Term:	N/A

Job Description

Position Summary & Job Purpose:

The Communications Coordinator is responsible for maintaining the Organization's presence through various media platforms. As part of the Stakeholder Relations team, the Communications Coordinator is the public face of the Organization in the media, and works collaboratively with the Marketing team to ensure the successful implementation of various promotional campaigns.

Duties & Responsibilities:

Division / Department Duties:

- Develop strategies to increase fan base across the Organization's media platforms.
- Execute tactics to increase community participation in the Organization's media activities.
- Actively engage the Organization's media fan base to transform visitors into engaged followers.
- Designs material to actively encourage community curiosity and engagement.
- Plans and develops a posting schedule, factoring in peak periods of media traffic and online analytics.
- Work with the Marketing Division on media advertising and promotional campaigns.

Organizational Development & Process Improvement:

- Actively participates in committees and special projects as assigned by the Stakeholder Relations Director, or Board of Directors.
- Recommends changes in media best practices to the Stakeholder Relations Director.
- Maintains current knowledge on all media platforms used by the Organization.

Financial Management:

- Ensures that all resources (time and supplies) are used in the most efficient ways possible, to support department objectives.
- The Communications Coordinator holds no financial authority.

Qualifications:

Professional:

- Experience in a Communications Coordinator, Manager, Guru, or related position.
- Expertise with a wide range of media platforms.
- Proven ability to deliver creative and engaging content.
- Familiarity with media and marketing strategies.

Personal:

- Excellent written and verbal communications skills.
- Ability to establish and maintain working relationships within a diverse team.
- Self-motivated, creative, collaborative and innovative.

Last Updated On:	2018-11-14	Updated By:	Collin Wynter
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