



Communications Coordinator

Beach United Church

Communications Coordinator

Beach United Church (BUC) seeks a Communications Coordinator to develop and publish marketing content using traditional and digital media to drive attention to BUC, and to initiate opportunities for congregation and community interaction.

This is a new position. The chosen applicant will develop the roles and responsibilities of the position in collaboration with church leadership. Applicants should be critical thinkers and self-starters.

The ideal candidate has excellent written and verbal communications skills, can juggle multiple projects simultaneously, and possesses a thorough understanding of digital marketing techniques. Graphic design experience and the ability to assist in a re-branding exercise are desirable.

BUC is concerned with environmental, social justice, and community issues. Our vision is of a church that is more engaging to more people, by way of seeking increased meaning in our lives, a stronger sense of community, and pursuing environmental and community projects in which we can have a meaningful impact.

The position requires a commitment of 15 hours per week. The pay rate, based on qualifications and experience, will be between \$25 and \$30 per hour, plus United Church benefits. Partial working from home is possible.

Responsibilities

- Work with BUC program leaders to convert their ideas into publishable content-marketing material.
- With direction from the leadership team, develop and act on an editorial calendar using a content-management system.
- Develop and work with an Advisory Group for Communications to provide content. Independently develop additional content for publication.
- Develop opportunities for community engagement via two-way social media interaction.
- Monitor and report on the effectiveness of our digital marketing efforts using Google Analytics and other tools.
- Manage and analyze a database of contacts and identify new marketing opportunities.

Education & Experience

- Post-secondary level education in marketing, communications or Digital Media or an equivalent combination of life and work experience.
- Previous experience in dynamic, creative non-profit environments would be considered an asset.
- 2 years experience in implementing communications strategies.

Required Skills & Job Knowledge

- Demonstrated proficiency in creating and executing digital marketing plans. Experience measuring the effectiveness of marketing plans using tools such as Google Analytics and Bit.ly is a must.
- Ability to synthesize large volumes of information (client reports, media interviews, primary and secondary research data) from a range of sources into an informative and compelling narrative.
- Ability to use range of business software, digital media tools, publishing applications, and graphic design software.
- Enthusiastic about working in a fast-paced, deadline driven environment.
- A digital native with a keen interest in the world around them.
- Willing to work weekends or evenings, as needed.

About Beach United Church

In addition to exploring the teachings of Jesus, BUC offers consideration for other teachings of values of living in harmony. We strive to join with others in exploring faith with curiosity and questions, to offer compassionate support and hope, and to provide opportunities for meaningful contributions to caring for the earth and its peoples. BUC is located in east end Toronto.

BUC is an open, equity-supporting church and employer. We welcome applications from all interested persons holding the qualifications outlined. Our building is fully accessible.

For more information, please visit www.beachunited.com.

Applications

As this is one of 3 part time positions available, applications should include a resume and a cover letter indicating the position(s) for which you are applying. We thank all those who apply but regret that we may only be able to reply to those who are being called for an interview.

Applications accepted till noon Friday December 15, 2017

By mail:
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By email:
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