

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.

Applicants should be critical thinkers and self-starters.

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

The position requires a commitment of 20 hours per week. The annual salary, based on qualifications and experience, will be between \$26,000 - \$31,000 per year, plus United Church benefits which include health benefits and pension. Partial working from home is possible.

Responsibilities

- Works with the Minister and Beach United volunteers to convert their ideas into publishable content-marketing/communications material to be used across all web and social media platforms and print media.
- With direction from the leadership team, develops and acts on an editorial calendar using a content-management system.
- Manages the content development and management process to ensure meaningful and impactful content is published to schedule.
- Develops and works with an Advisory Group for Communications to provide content. Independently develops additional content for publication.
- Develops opportunities for community engagement via two-way social media interaction.
- Monitors and reports on the effectiveness of our digital marketing efforts using Google Analytics and other tools.
- Manages and analyzes a database of contacts and identifies new marketing opportunities.
- Provides expert advice and support for web publishing and management of changes to web forms, templates, etc. (WordPress) and makes recommendations for technology changes.

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, although previous experience working within a church or non-profit is not required.
- 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.
- Strong ability to multi-task, set priorities, and work within conflicting demands and constraints
- Excellent relationship builder with the ability to work collaboratively while demonstrating leadership
- Enthusiastic about working in a fast-paced, deadline driven environment, where flexibility and teamwork are required.
- Willing to work weekends or evenings, as needed.

About Beach United Church

Beach United Church in the Beaches neighbourhood of Toronto is a progressive community hub. In addition to providing spiritual development and worship services typical of church communities, we support a wide range of activities related to environmental, social justice, and community issues. These activities include concerts and musical performances, food and housing security services, and camps and programs for children.

Our vision is of a church that engages people to find increased meaning in their lives, develop a stronger sense of community, and engage in projects in which they can have a meaningful impact.

The modern, flexible church building at 140 Wineva is environmentally sensitive and accommodates a wide range of uses. Extensive rental access is provided to community groups whose purpose broadly aligns with the values and mission of Beach United Church.

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.

Applications

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.

Please direct applications to MandP@beachuc.com.