

Digital Media Co-ordinator

The organization

Revolutionary is not too strong a word to describe the impact our founders have had on those with spinal cord injury. Most soldiers who sustained an SCI prior to 1945 did not make it home. And of those who did, only 10 per cent lived longer than a year. Our founders envisioned a better, healthier, more inclusive life for people with spinal cord injury and set out to make it so. We are honoured to carry forth that tradition every day in Ontario, as we work for and with people with SCI to live the life they choose

Job summary

We are currently seeking a Digital Media Co-ordinator to join our Marketing & Communications team. This position is responsible for overseeing and incorporating brand standards, quality and responsiveness in all digital platforms, including the charity's website, social media channels, intranet, email marketing program and learning management system. This is a full-time position, based at the provincial head office (Bayview/Eglinton).

Reporting to the Manager, Marketing & Communications, you will:

- Co-ordinate and execute components of SCIO's Digital Media Strategy
- Monitor and manage main website content
- Curate content for all SCIO social media channels, overseeing and growing community engagement on each platform
- Oversee and communicate internal processes for content management and e-communications
- Monitor online comments, blogs and community spaces to ensure standards are upheld, identify and/or address concerns
- Develop and manage systems to organize and store digital assets, including photography, video and PDF documents, upholding SCI naming conventions, accessibility best practices and design standards
- With support of the Marketing & Communications Manager, identify opportunities to produce written content for the website
- Oversee the collection of metrics including the creation, testing relating to digital platforms and digital outreach performance
- Co-ordinate front and back end of our Learning Management System (Docebo)

Skills & Qualifications:

- Degree, diploma or certification in marketing, communications, digital communications, training and education, and 2 to 4 years of relevant experience, preferably in the not-for-profit sector
- Solid experience in digital media platforms, tools and content management
- Experience as an LMS Administrator or in LMS implementation an asset
- Knowledge of SCORM, AICC and/or xAPI eLearning standards, elearning authoring tools and web-conferencing platforms an asset
- Skilled in WordPress, Adobe Acrobat, Adobe Photoshop, Windows XP, MS office, Docebo
- Understanding of SEO, Google Analytics, Google Keywords, digital marketing
- Ability to prioritize, work independently and manage the work of vendors
- Strong collaboration and communication skills
- Excellent planning, project and time management skills
- Excellent writing, editing and proofreading skills with a high attention to detail and accuracy
- Superior customer service skills and responsive attitude with the ability to respond quickly to requests

Your positive relationship-building skills, coupled with a solid record of dependability, commitment and passion to make a difference make you the ideal candidate for this position.

Given the essence of Spinal Cord Injury Ontario, lived spinal cord injury experience will always be considered an important criterion among the criteria that are part of any given search. SCI Ontario is an equal opportunity employer dedicated to achieving accessibility in employment for persons with disabilities, while ensuring inclusive, barrier-free selection processes and work environments.

Reasonable and appropriate accommodation will be provided during the recruitment process upon request and addressed confidentially. We thank all applicants; however, only those under consideration will be contacted.

Upon request, this position may require a Police Record Check and credentials verification. Please forward your résumé and corresponding cover letter with salary expectations in confidence to:

Human Resources, SCI Ontario, 520 Sutherland Drive, Toronto, ON M4G 3V9

Fax: 416-645-3265

Email: hr@sciontario.org

by November 14, 2018.