

# Digital Communications Coordinator



The Lake Winnipeg Foundation is creating an applicant pool for the position of Digital Communications Coordinator. This anticipatory position is based out of Winnipeg and includes travel to various Lake Winnipeg communities. The position is 40 hours per week, \$14.50/hour, from May 9 – August 26, 2016. This position is contingent on funding.

## Responsibilities

Reporting to the Communications Director, the primary responsibility of the Digital Communications Coordinator is to assist LWF staff in the design, creation and dissemination of online content related to the promotion of LWF initiatives and specific outreach and fundraising activities. Tasks will include:

- Content creation for/daily maintenance of LWF's website
- Content creation for/real-time audience engagement on multiple social media networks
- Monitoring online analytics and developing social-media user guides
- Designing and creating materials such as infographics, videos and online posters
- Interviewing, photographing and reporting on in-the-field projects and partnerships
- Assisting with media relations
- Assisting with the planning, promotion and delivery of LWF's fundraising events and outreach work (e.g.: social-media promotion, on-site photography, live-tweeting, etc.)
- Representing LWF at community events and festivals to provide public education on LWF initiatives to protect and restore Lake Winnipeg
- Exploring new communications opportunities for 2016 and beyond
- Representing LWF in a manner consistent with its mission, vision and values
- Writing a final report on 2016 activities
- Other duties as required

## Qualifications

The successful applicant will have:

- A combination of education/experience in a relevant field (e.g. Creative Communications; journalism; marketing & public relations; social media management; graphic design; digital media; web development; education; photography; environmental science)
- Demonstrated website and social media experience and knowledge
- Experience developing digital communications tools and strategies

- Proficiency in computer programs including InDesign, Photoshop, Hootsuite and website content management systems; experience with Drupal is an asset
- Exceptional written communication skills
- Experience with interviewing and reporting
- Demonstrated photography skills
- Strong organizational skills and proven attention to detail
- Ability to multi-task effectively and meet deadlines in a fast-paced environment
- Adaptable and resourceful
- Registered drivers licence and access to a vehicle
- Knowledge of Lake Winnipeg communities and issues affecting lake health is an asset

**This position is funded through the Canada Summer Jobs Program. Applicants must meet the following criteria to be eligible for the position:**

- Between 15 and 30 years of age (inclusive) at the start of employment;
- Registered as a full-time student during the preceding academic year;
- Intends to return to school on a full-time basis during the next academic year;
- Is a student in a secondary, post-secondary, vocational or technical program;
- Is a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the *Immigration and Refugee Protection Act*; and
- Is legally entitled to work according to the relevant provincial/territorial legislation and regulations.

LWF is an equal opportunity employer. Hiring, promotion and compensation decisions are based on assessment of employee skills, ability and experience with respect to the requirements of the position. LWF does not discriminate based on sex, race, ethnicity, gender, sexual orientation, age, religion, marital status or any other factor unrelated to an employee's performance.

Interested applicants should forward their resume and cover letter by email to [communications@lakewinnipegfoundation.org](mailto:communications@lakewinnipegfoundation.org) (Subject line: Digital Communications Coordinator).

**Applications are due by end of day, Wednesday, April 6th, 2016. Thank you for your interest. Only candidates to be interviewed will be contacted.**

LWF is an environmental non-governmental organization (ENGO) seeking solutions to ensure a clean, healthy Lake Winnipeg and watershed now and for future generations. LWF works to achieve its goal through research, public education, stewardship and collaboration.

**[lakewinnipegfoundation.org](http://lakewinnipegfoundation.org)**