



# SENIOR COORDINATOR, DIGITAL MEDIA CONTENT

## JOB PURPOSE

The Senior Coordinator, Digital Media Content is a key member of the Communications and Marketing Team who engages the community and builds the CPC brand through a compelling storytelling and cohesive digital presence. This Senior Coordinator executes an integrated content strategy across channels to maximize the profile, recognition and approval of Paralympic Sport across Canada.

The Senior Coordinator, Digital Media Content maintains a captivating, up-to-date, accessible digital platforms (including CPC website and mobile application) and responds to web inquiries, as well as develops and maintains a presence using social networking and other digital content strategies. The Senior Coordinator, Digital Media Content blends a passion for digital media, technology, with strong storytelling.

**Type:** Full-Time

**Reports To:** Manager, Content & Digital Media

**Location:** Ottawa

## Primary Responsibilities:

- Working with the Communications and Brand team, implement a comprehensive and integrated Website and Social Media content plan
- Coordinate the creation of digital media content (including text, video), as well as solicit and review content for accuracy, relevance and timeliness
- Coordinate responses to inquiries received through CPC's digital media platforms
- Support the development and maintenance of website, mobile and other digital tools for CPC
- Develop, maintain and tracks CPC presence on social networking sites (e.g. Facebook, Twitter, YouTube)
- Supports Manager in identifying and overseeing contractor (photographers, videographers, editors) deliverables as well as maintaining ongoing relationships
- Monitor and evaluate effectiveness of digital communications & marketing (e.g. community sentiment)



- Research and support new initiatives and technology (e.g. trends in social networking, mobile channels, email distribution/marketing, online communities, forums, blogs)
- Supports CPC corporate and government partners in generating brand aligned content on respective digital platforms

## Qualifications

### Education

- Related post-secondary education with a communications specialization, e.g. new media/websites, marketing, photo/video journalism, or equivalent experience with a sport or not-for-profit organization

### Knowledge and Skills

- Knowledge and demonstrated skills in the areas of:
  - Website & content management
  - Social media campaigns
  - Digital content
  - Brand & co-brand executions
  - Website and database development
  - Graphic design
  - Photography and Videography
- Excellent editing and presentation skills, in both official languages
- Skills in office applications for email, project planning & tracking, design software, video software, word processing, and presentation development.
- Knowledge of usability issues (e.g. visually impaired users)
- Demonstrated ability to work effectively and collaboratively with both internal and external colleagues (e.g. CPC peers & superiors, vendors, sub-contractors)
- Knowledge of the sport system considered an asset

### Experience

- Minimum of 3 years previous experience in digital media, website and content management (including multimedia elements)
- Proven experience developing and implementing a social media campaign and digital marketing strategies
- Experience working with CMS, Video & photo content production tools considered an asset
- Experience working with sport or not-for-profit sport organizations considered an asset



## Personal Characteristics

- Creative
- Results-oriented
- Strategic
- Systematic and organized
- Cooperative, team player, collaborative
- Listener; understands requirements before leaping to action

## Values

- Exemplifies our organizational values
  - Excellence
  - Integrity
  - Focus
  - Team

## Working Conditions

- Work is primarily in an office environment
- Some overnight travel and off-site work may be required (e.g. Games)
- Will be required to work evenings and weekends during the busiest periods, including Games and other special events

CPC is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, record of offences, age, marital status, family status or disability.

CPC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process