



POSITION DESCRIPTION

POSITION TITLE:	Coordinator, Social Media & Digital Marketing
REPORTS TO:	Director, Marketing & Community Engagement; or Designate
SUPERVISES:	No direct reports

Under the direction of the Director, Marketing & Community Engagement, the Social Media & Digital Marketing Coordinator is responsible for the development of highly engaging content for multiple social media channels, digital advertising, email, website and additional marketing projects. The goal of the Social Media & Digital Marketing Coordinator is to enhance the organization's community profile, increase community engagement and help to grow support for our broad range of services. The role also ensures operational effectiveness through innovation, creativity, and a commitment to continuous improvement.

PRINCIPAL ACCOUNTABILITIES:

- Collaborate with team members to develop and execute the organization's digital and social media strategy.
- Work in-sync with organizational communication calendars and priorities.
- Plan and source messaging that supports The Humane Society's mission and values.
- Create, monitor, and manage social media platforms and content.
- Oversee the organization's website and complete all requests for website updates.
- Create website content for maximum SEO.
- Troubleshoot any digital media related issues as needed.
- Develop written and graphic design content for email, digital, print, and other marketing projects as required.
- Capture, plan and execute on photography and videography projects as needed.
- Ensure all content adheres to brand guidelines and effectively communicates organizational goals.
- Build brand awareness and engagement, and explore emerging platforms for growth.
- Craft value-added, relevant messages and content that engages audiences across multiple platforms (community boards, local calendars, other social media pages and community stakeholders).
- Manage online forms and process new requests or changes.
- Provide live coverage and photo documentation at events and programs.
- Develop a presence in different online communities, spaces, and forums and identify new strategies for online engagement (i.e., website updates and blog development).
- Use analytics and reporting tools to measure success and improve marketing performance.

In addition to the duties listed above, the Centre expects the following of each Full and Part Time staff member: adheres to The Humane Society policies and procedures; works in a safe manner; acts as a role model within and outside the Centre; seeks out opportunities for continuous professional development; performs duties as workload necessitates; maintains a positive and respectful attitude; communicates

regularly with supervisor about department issues; demonstrates efficient time management and prioritizes workload; consistently reports to work on time prepared to perform duties of the position; meets department productivity standards; participates in The Humane Society events as needed or required; and, completes other duties as assigned.

POSITION REQUIREMENTS:

The following are general descriptions of some of the requirements necessary to carry out the duties and responsibilities for this position:

- Post-secondary degree or diploma in Marketing, Digital Marketing, Communications, Media, or related field.
- Experience in graphic design and content creation for email, web, and social media using tools like Canva and Figma.
- Proficient in Adobe Suite (Premiere Pro, Photoshop, InDesign) or similar software for video and photo content.
- Proven ability in writing strategic content for all platforms – web & SEO, social media, email marketing etc. – while adhering to brand voice.
- Strong verbal and written communication, attention to detail, and proofreading skills.
- Deep understanding of social media platforms and tools (Facebook, X/Twitter, Instagram, YouTube, Vimeo, TikTok, LinkedIn, Hootsuite).
- Proficient in MS Office, databases, and PowerPoint for creating engaging presentations.
- Experience with web design software such as Contentful or Wordpress is an asset.
- Strong analytical skills and ability to provide detailed reports.
- Proven ability to work independently and collaboratively in a fast-paced environment.
- Excellent organizational, time management, multitasking, and project management skills.
- Strong customer service and interpersonal skills.
- Knowledge of photography/videography, editing software and the ability to use DSLR camera equipment is an asset.
- Certifications in Facebook, Google, or Hootsuite are an asset.
- Valid Ontario driver's license and access to a reliable vehicle.

WORKING CONDITIONS:

- This position requires working at both Kitchener and Stratford locations, and travelling to travelling to event locations as required.
- Frequent use of computers and cell phones. Manual dexterity required.
- Intermittent physical activity including walking, standing, and sitting.
- Potential exposure to infectious materials, including viruses and bacteria.

COMMITMENT:

- Availability to attend work-related events (e.g., fundraisers) during evenings or weekends.
- Demonstrated regular and consistent attendance and punctuality.