

## POSITION VACANCY

### Digital Communications Coordinator

#### Temporary six months to replace a Parental Leave

For the past 64 years, Findhelp Information Services ([www.findhelp.ca](http://www.findhelp.ca)) has been a trusted hub of community information. Every year we connect over 400,000 callers and 2 million web users to more than 60,000 services and supports in Ontario and beyond. Findhelp not only connects people to the services that they need but also provides vital trend information for community planning and public benefit.

At Findhelp, we have a dynamic team of employees who strive to do their best and recognize the value of our mission and the teamwork necessary for creating connections and solutions to build strong communities. Working at Findhelp means making a difference in the communities we serve. We are seeking committed professionals who want to use their skills and experience to connect people to the right information and services, making their pathway to care, support, and resources faster and more effective.

#### The Opportunity

The Digital Communications Coordinator is a temporary full-time position to replace a parental leave. The successful candidate will support the Agency's mission to create connections and solutions to build strong communities through innovative technical/digital solutions. The position will build and animate a strong community of interest around Findhelp, including supporting the 211 system's marketing and communications activities.

#### Responsibilities

##### Online Communications and Social Media

- Contribute to communications planning including social media and content development for Findhelp and the 211 system
- Translate research and data into communication materials for various mediums (e.g., blog, social media, reports, snapshots, grant proposals)
- Animate Findhelp's social media channels including LinkedIn, Facebook, and Instagram
- Identify and test emerging social media trends and tools; monitor and analyse traffic
- Create/incorporate compelling graphics for social media, reports and website use

##### Technical Innovation

- Work with the management team to identify opportunities to modernize programs and services

- Support the development of an online training strategy including translating existing and new content into digital formats in collaboration with internal and external stakeholders
- Work across the Agency and with partners to expand the reach of sector training
- Support staff to identify and incorporate innovation and efficiencies into their work

#### **Online Content Development**

- Identify opportunities for greater digital reach in communities and for communicating Findhelp/211 Central's value
- Maintain various web portals ensuring that brand guidelines and standards and accessibility requirements are met
- Contribute to the development and implementation of content and maintenance strategies
- Administer and maintain Contact Relationship Management systems
- Utilize analytics tools for evaluation and to demonstrate impact for reporting and stakeholder engagement

#### **Project Coordination**

- Engagement: Support and evolve relationships with partners and contacts, contractors, and collaborators
- Time Management: maintain schedules and track timelines for multiple projects and events
- Writing: Draft, review, and proofread materials to ensure clear, concise, and effective messaging
- Other duties as assigned

#### **Qualifications**

- Highly effective digital communicator and strategist, with experience fostering online community and discussion, and the ability to track, analyze and build social media following
- Strong writing and editing skills, with knowledge of Canadian Press (CP) style
- Ability to translate content (quantitative data, client stories, sector research, program evaluations) into meaningful and engaging narratives, products and activities for stakeholders
- Good organizational skills and an ability to independently manage multiple projects and demands
- Experience with graphic design (Adobe Photoshop, InDesign), WordPress, MailChimp, and video creations
- Ability to work and communicate in both English and French is an asset
- Degree or certification in a communications discipline highly preferred, such as Public Relations, Corporate Communications, or Marketing

If you meet the criteria outlined above, consider becoming a part of our team and send us your application.

#### **Salary and Benefits:**

This temporary full time position consists of 35 hours a week. Hourly rate of \$36.76 plus 18.25% in lieu of benefits

**Application Procedure:**

Please provide your cover letter and resume as soon as possible. Applications will be reviewed and considered as received. At minimum the posting will close on April 23, 2025 by 5:00 PM, however it will remain open as needed until the position is filled.

Cristina Umana, People and Culture Manager

Fax: 416-392-4404 | email: [job@findhelp.ca](mailto:job@findhelp.ca)

**Additional Information:** This position is part of CUPE Local 3173.

*Findhelp | 211 believes in a workplace culture of inclusion that is welcoming, respectful, safe and empowering for all staff. It is critical to our success to eliminate barriers and promote the inclusion of equity groups. Equity groups have been, and continue to be, underrepresented and marginalized in the workforce, leadership roles, and in some specific occupations. Equity groups include but may not be limited to Indigenous persons, racialized people, gender diverse people, 2SLGBTQIA+ people and persons with disabilities.*

*If you require accommodation at any stage during the hiring process, please inform us. Accommodations are available on request for candidates taking part in all aspects of the selection process. Please send your request to HR at [job@findhelp.ca](mailto:job@findhelp.ca).*

We thank all applicants and will contact the individuals selected for an interview. No phone calls or emails please.