

JOB TITLE: Web & Communications Officer, Canadian Observatory on Homelessness

TYPE OF POSITION: Contract: 16 January 2017 – 31 May 2017 with possibility of extension

HOURS OF WORK : Monday to Friday from 8:30am – 4:30pm

LOCATION: Toronto, ON Canada

Company URL: www.homelesshub.ca

SALARY: To be negotiated

BASIC FUNCTIONS

The Canadian Observatory on Homelessness is a non-profit, non-partisan research institute that is committed to conducting and mobilizing research so as to contribute to real and sustainable solutions to homelessness.

Reporting to the Communications Manager, the Web & Communications Officer supports the development of the COH's website, the Homeless Hub, and its web design and social media activities. Under the direction of the Communications Manager and with the support of the Communications Team, the Web & Communications Officer assists with the creation and dissemination of micro websites, videos and other digital resources as required.

MAJOR DUTIES:

Working as part of the Communications Team:

- Coordinate social media campaigns and promotional activities (i.e. report launches, webinars), working collaboratively with COH staff and partners to disseminate resources.
- Analyze and assess the performance of social media campaigns and translate quantitative and qualitative data into recommendations and plans for revising campaign strategies.
- Proactively introduce ideas for new ways to reach a broader audience through the Homeless Hub and its social networks. Monitor trends in social media and web design tools, applications, channels, design and strategy.
- Develop and maintain Wordpress micro websites.
- Support the operation and content development of the Homeless Hub website and other websites associated with the COH.
- Manage Homeless Hub content in accordance with its web style guide and the Accessibility for Ontarians with Disabilities Act (AODA)
- Define and implement search engine marketing and optimization strategies; Assist with annual web usability testing.
- Format and maintain blog posts on the Research Matters blog.
- Edit short, shareable videos for social media and the Homeless Hub website
- Carry out other responsibilities as assigned.

QUALIFICATIONS

- Degree or Diploma in Communications, Marketing, Web Design or related discipline
- At least 2 years experience in web design and online marketing
- Proficiency in Adobe Creative Suite and MS Office is essential
- Digital video editing and production skills using Adobe Premiere and After Effects is an asset



- Advanced knowledge of CSS, PHP, XHTML to W3C Web Standards with proven ability to customize and extend WordPress themes is required
- Strong understanding of UI/UX principles is required
- Experience analyzing web metrics with Google Analytics and implementing SEO/SEM to optimize website's search reach is an asset
- Familiarity with online email marketing tools (Mailchimp)
- Strong written and verbal skills; Fluency in French an asset
- Ability to work on multiple projects simultaneously
- Ability to work independently but also in an open and collaborative manner with willingness to share information, knowledge and experience with team members

APPLICATION PROCESS

Your complete application package must include a cover letter, resume, portfolio and the names of at least 3 work-related references. Please ensure that "Web & Communications Officer" is quoted in the email subject line. Submit applications to thehub@edu.yorku.ca.

Only those selected for an interview will be contacted. Priority consideration is given to Canadian Citizens and permanent residents in Canada. We are committed to Employment Equity and encourage applications from all qualified candidates.