

## Communications Officer, Web and Social Media

**Title:** Communications Officer, Web and Social Media

**Reports to:** Director, Policy and Communications

**Location:** Montréal, Québec

### Background

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. CAM is staffed by a team of enthusiastic individuals dedicated to providing support for midwives and the profession of midwifery in Canada and globally.

### Job Summary

The Communications Officer is responsible for supporting the development and execution of web-based communications materials that promote the profession of midwifery in Canada and support CAM's global work. The Communications Officer reports to the Director of Policy and Communications.

This position is a part-time position for minimally two months to fill a leave. However, the organization is currently undergoing growth and there is strong possibility for permanent employment with the organization.

The Communications Officer will collaborate with other staff members and partners to gather and develop content, coordinate and maintain online presence, and increase digital engagement. This position is responsible for updating content on CAM websites and running all social media channels. This position will work with both CAM's national and global programs to reach audiences including CAM members, government, Canadian public, stakeholders, and partner organizations around the world. This position will monitor, evaluate and evolve the impact of CAM websites and social media.

The successful candidate will possess a strong understanding of communications for a non-profit, a flair for design, excellent writing skills, and a passion for finding innovative ways to get the message out on a limited budget. The successful candidate will have a positive and proactive approach to work and a strong ability to develop effective relationships with a wide range of contacts including staff, midwife members.

### Primary Duties and Responsibilities

- Update and maintain websites according to a schedule and the priorities of the organization.
- Post regularly on established and new social media outlets in both official languages; innovate ways to increase social media engagement.
- Distribute e-communications in both official languages using Constant Contact and other platforms.
- Implement a monitoring system for effectiveness of web communications.
- Proactively increase coverage and understanding of CAM's work in Canada and globally through strategic digital media outreach.
- Provide design input on all publications for the organization.

- Provide input on video content being developed for social media channels.
- Maintain media archives, including photo, video, audio, and release forms.
- Review English to French translations.
- Support promotional events.
- Collect and organize relevant news and case stories, resources, and interviews to be used for marketing, fundraising and media purposes.
- Under the direction of the Director of Policy and Communications, perform additional tasks to support the effective operation of a non-profit organization as needed.

### **Qualifications, Skills and Knowledge Requirements**

- University degree, associate degree, or diploma in communications, marketing, journalism, graphic design, or related field.
- 1-3 years of professional experience in communications/marketing, ideally for a not-for-profit organization.
- Excellent English-French bilingualism (verbal and written) is required.
- Experience working with WordPress or other content management systems.
- Professional experience using social media and developing web-content.
- Strong sense of visual design.
- Proven ability to write clear, concise, and compelling prose for web and social media platforms.
- Experience working with Adobe Creative Suite or equivalent design software.
- Knowledge of effective marketing and public engagement strategies.
- Excellent organizational skills and strong attention to detail.
- Ability to work collaboratively as part of a team.

### **Additional Assets**

- Experience with editing video content for web and social media.
- Knowledge of midwifery practice in Canada.
- Experience with web communications in both Canada and in international contexts.
- Experience working from a social justice and human rights lens.

### **Working Conditions & Location**

- Work done from CAM's head office in Montréal, Québec.
- Contract Position, part-time (3 days per week); duration 2-4 months with strong possibility for future positions with the organization.

### **Applications**

*Please follow these instructions:*

- Send your CV and a cover letter in one PDF document and ensure that your first and last names and the letters "CommsOfficer" are included in the file name.
- Send your PDF by email with the subject "Communications Officer Application" to [admin@canadianmidwives.org](mailto:admin@canadianmidwives.org)
- Deadline for applications is 5pm Eastern Time on February 15, 2018.

*We thank all applicants for their interest however, only applicants selected for an interview will be contacted.*