



# Specialist, Digital Communications

Full-Time Permanent

Toronto, ON (Hybrid)

## Role Description

Reporting to the Director, Strategic Communications, the **Specialist, Digital Communications** is responsible for executing ALS Canada's content strategy, creating, and executing written and visual content for digital media, monitoring our social media channels, and engaging our community on these platforms. A significant focus of this role is engaging with the ALS community through telephone and email interviews to support content development and storytelling to help raise awareness of the reality of the disease.



The successful candidate will bring enthusiasm, passion, and a commitment to excellence to the role. They will apply their advanced writing skills and communications expertise in the execution of multi-channel communication activities.

## What You Will Do:

### *Content planning and execution*

- Oversee, manage, and execute the editorial and promotional calendar, creating and publishing high-quality written, visual, and multimedia branded content on all social platforms
- Collaborate with colleagues across the organization to plan for organization-wide communications initiatives. This includes Fund Development, Community Services, Advocacy, and Research.
- Develop reactive and time-sensitive social media content that responds to developments in the external environment and aligns with the organization's strategic priorities.
- Engage with and interview people who are part of the ALS community to develop content for blog posts, email, and social media, with a strong focus on storytelling that drives conversions.
- Support in the creation of content for our fundraising participant email journey across all ALS Canada community and signature events.
- Prepare, format, and disseminate e-newsletters and special e-bulletins, working with the data management team to confirm distribution and with internal subject matter experts for content approval.
- Edit and proofread content with an eagle eye for detail.

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- Research and seek opportunities for growing our email database and newsletter signups.
- Working closely with the Sr. Manager, Advocacy and Stakeholder Relations, build and refresh the ALS story database, engaging individuals who are a part of the ALS community (e.g. people living with ALS, researchers, donors, volunteers, etc.)
- Design and develop imagery to support digital communications efforts across all platforms ensuring brand-alignment and at times collaborating with the marketing team for support with advanced design needs.

### *Social media monitoring, engagement, and measurement*

- As the point person and lead for ALS Canada's social media channels, develop, publish, and monitor the organization's social media content to drive engagement, cultivate, and grow community.
- Monitor the broader social media environment, including proactive engagement with community members, curation of relevant content-sharing opportunities, and identification of opportunities and challenges.
- Identify and proactively respond to engagement on paid and organic social media posts to further build community and drive website traffic.
- Track, analyze, and report on social media metrics using a variety of analytics tools, identifying insights and opportunities to strengthen performance. This includes reporting on KPIs as they relate to social media and digital communications.
- Maintain the organization's social media guidelines.
- Serve as a social media resource and subject matter expert to staff and volunteers.

### *Other*

- Contribute to, champion, and comply with brand and style guidelines to ensure ALS Canada is positioned in a clear and consistent way in all internal and external initiatives.
- Serve as an ambassador for the organization and attend events as required, occasionally working evenings or weekends for event-related support.
- Manage external vendor relationships including social media monitoring services, agencies, etc.
- Other duties as required.

## What we are looking for:

- 2-4 years of relevant working experience with clear demonstration of results.
- Post-secondary education in a related subject area (e.g. marketing, journalism, communications).
- Demonstrated excellent storytelling abilities with a high degree of sensitivity and empathy.
- Experience working with people of diverse backgrounds.
- Highly motivated, resourceful, and driven to succeed while providing creative solutions to challenges.
- Strong strategic and analytical thinking, problem-solving, project management, organizational, consultative, facilitation, consensus-building, and conflict resolution skills.

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- Strong team player with excellent written and verbal communications skills and ability to lead and work within a team setting to accomplish shared goals.
- Flexibility and adaptability and initiative to seize new opportunities and reprioritize to balance urgent and important deliverables.
- Discretion, compassion, and emotional strength.
- Demonstrated knowledge of best practices in social media management, including measurement and community engagement.
- Experience supporting fundraising initiatives.
- Intermediate knowledge of and experience using Sprout Social, Meltwater, Google Analytics, and other tools to track digital analytics.
- Knowledge of and experience using content management platforms (e.g. WordPress).
- Proficient using image editing software (e.g. Canva, Photoshop).
- Knowledge and application of virtual meeting software, Microsoft Teams, Office 365 and web-based tools for project management (i.e. Asana), time tracking, etc.
- Bilingualism (English and French) an asset.
- A keen interest in the organization's mission and mandate and desire to help make a difference to people and families living with ALS.
- Commitment to ALS Canada's core values and modelling them to others.

### Special Considerations

- ALS Canada requires all staff members to be fully vaccinated, unless they are unable for protected reasons under the Human Rights code. Staff will be asked to sign our Vaccine Policy and submit a copy of their vaccination certificate.

### Apply Today!

Submit [a cover letter and resume](#) in pdf format to [jobs@als.ca](mailto:jobs@als.ca) by end of day November 30, 2022. Please be sure to indicate the job title in the email subject.

ALS Canada would like to thank all applicants for their interest; however only those selected for an interview will be contacted.

### Why join ALS Canada?

A charitable organization that lives its values of accountability, collaboration, compassion, integrity, dynamic, and respect, the ALS Society of Canada is working to change what it means to live with amyotrophic lateral sclerosis, an unrelenting and currently terminal disease.

Grounded in and informed by the Canadian ALS community, we respond to the urgent unmet need for life-changing treatments by investing in high-quality research that will fuel scientific discovery and by engaging industry, supporting increased clinical capacity, and advocating for equitable, affordable, and timely access to proven therapies.

Responding to the tremendous need for current and credible ALS knowledge, awareness, and education, we empower Canadians affected by ALS to navigate the current realities of ALS, be informed consumers of ALS information, and advocate



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effectively for change. In Ontario, we provide direct community services to help people navigate ALS.

Founded in 1977, we are a registered charity that receives no government funding – our work is powered by generous donors who share our vision of a future without ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit are remarkable and moving. You will be touched by the community and will find a way to engage naturally and effectively.

ALS Canada is committed to accommodating the individual needs of job candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at [jobs@als.ca](mailto:jobs@als.ca) if you require an accommodation during the recruitment process.

ALS Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.