



Title	Digital Communications Coordinator
Reports to	Assoc Executive Director, Strategic priorities & communications
Date last updated	November 2024

Apply with a cover letter and CV by November 22, 2024 to HR@cps.ca

OVERVIEW

The Digital Communications Coordinator is responsible making a range of online and other digital content available to the Canadian Paediatric Society’s many target audiences. This position is well suited to someone who understands and makes use of communications principles—how information should be expressed and delivered—as well as an ease with tools to transform content into digital products.

RESPONSIBILITIES

Website content (60%)

To ensure that content on multiple bilingual CPS websites (cps.ca, kidsnewtocanada.ca, diabetesatschool.ca, caringforkids.cps.ca) is current, responsive, and audience-centred, the Digital Communications Coordinator will:

- Post new CPS policy documents (position statements and practice points) monthly
 - Apply consistent and established styling to headings and other elements
 - Work with Web Developer to troubleshoot formatting issues
 - Work with Senior Editor and translator to ensure these online documents have been proofread and are error-free
 - Using protocols for image use, select images for SEO purposes
 - Create concise and descriptive URLs for new documents
- Make monthly updates to site homepages to showcase new and timely content. This includes developing hero images using photo editing software (eg., Canva)
- Post updates to existing policy documents as directed by Senior Editor
- Remove obsolete/retired statements and resources as needed
- Alert colleagues to new website content for promotion via other communication vehicles (eg., electronic newsletter, social media)
- Review assigned pages on established schedule (eg., checking and updating links, ensuring English-French concordance)
- Produce usage metrics at least twice a year and/or upon request

All CPS web content is available in English and French. While the Digital Communications Coordinator is not required to translate text, a basic knowledge/understanding of written French is an asset.

Logistics and administration (25%)

The CPS depends on a network of volunteer physicians (subject-matter experts or SMEs) to ensure that health-related content reflects the most current available information. The communications team works closely with these experts when developing content for our websites. All of this content is published in English and French, using translation services. The Digital Communications Coordinator will:

- Work with subject-matter experts (SMEs) to review and update existing content: circulate content for review, collect/collate responses, resolve basic comments (update broken links, update outdated content) and work with colleagues to produce final copy.
- Coordinate translation and medical review of CPS policy documents (position statements and practice points) to meet publication goals set by the team. Follow up with translator as needed.
- Coordinate honoraria payment schedule.
- Maintain a schedule of pages that need to be reviewed and updated, and prompt communications colleagues for review as needed.
- With colleagues, develop and maintain a schedule for blog posts. Schedule interviews with SMEs; coordinate translation of text; secure photos; post content; share information about new posts.
- Schedule meetings of volunteer SME groups: use poll/scheduling software to find a suitable time; follow-up with non-responders, create meeting in Zoom, send Outlook calendar invite to participants; send meeting reminder(s) and agenda

Multimedia content (15%)

Using editing software, and with guidance from colleagues, perform basic editing tasks on audio and video recordings that will be released to a wide audience:

- Add intro and extro images (titles, logos), music, transitions or other elements
- Remove segments identified by colleagues
- Add supers (names, titles, and so on) to videos
- Write descriptions to accompany the audio/video files on sharing platforms
- Upload to CPS website and/or hosting platforms
- Monitor and report on metrics

EDUCATION & EXPERIENCE

- Post-secondary education/training in communications, public relations, or related field
- 2 years' related experience, preferably in a voluntary sector organization
- A range of digital communications experience: online content, video and audio materials
- Writing, editing and/or proofreading experience and skills
- Experience with project management tools (eg., AirTable)
- Experience managing schedules and multiple deadlines

ESSENTIAL SKILLS

- Knowledge of and experience with a content management system for web updates. Specific knowledge of Expression Engine is an asset.
- Above average written English-language skills: Must be able to proofread and lightly edit copy to ensure it is error-free
- Experience with graphics creation programs and/or photo editing software
- Basic experience with video and audio editing software
- Experience scheduling meetings, preferably with volunteers
- Proficient in Microsoft Office tools (Word, Outlook, PowerPoint, Excel)