



**Position Title:** Content Coordinator

**Status/Type:** Regular Full-Time

**Deadline:** August 23<sup>rd</sup>, 2024

**Location:** West Toronto (Etobicoke, M9W)

**Salary & Benefits:** Annual salary range: \$41,000 - \$57,000

Extended Group Health & Dental Benefits, Registered Retirement Savings Plan and, upon eligibility, matching Registered Pension Plan.

**Vacation:** 20 days per vacation year

**Purpose:**

This role aims to understand and engage InterVarsity audiences across Canada by identifying what resonates with them and how to effectively reach them. The Content Coordinator is responsible for creating and curating visual and written content that informs and inspires. They will collaborate with our four ministry areas to elevate and amplify the efforts of other InterVarsity content creators, bringing personality and presence to our digital media.

Additionally, they will work to unify our online identity across ministry areas, ensuring a cohesive and effective digital presence. This involves understanding which channels and platforms resonate with specific audiences and grounding our creative content in data-driven analytics.

**Responsibilities**

**1. Web Content**

- Develop and Implement Content Strategies
- Manage Content Calendars
- Measure and Optimize Content
- Create Engaging Social Media Experiences

**2. Digital Media**

- Shape Digital Experiences
- Execute Email & Blog Campaigns
- Bring Personality & Host Experiences
- Coach and Resource Staff and Students

**3. Support Copy Writing**

**Key Outcomes:**

- A thriving social media presence marked by growing followers and engagement metrics.
- A thriving email & blog engagement strategy marked by a well-planned content calendar to boost engagement and meet marketing goals.
- Elevating the efforts of others by establishing best practices and training materials for staff, students, and volunteers to align with our national strategy.

# INTERVARSITY

## Qualifications

### Knowledge, Skills & Abilities

- Experience and growing expertise in various social media platforms.
- Ability to teach and coach others on effective social media usage.
- Keen understanding of youth culture, especially in relation to faith, with the ability to engage thoughtfully and creatively.
- Ability to think on your feet, inject humor, and provide valuable perspective.
- Comfortable being in front of the camera and using your personality as a communication tool.
- Proficiency in designing and executing content strategies for email and blog campaigns.
- A fun and creative approach is paramount!
- Excellent verbal and written communication skills.

### Experience

- Post-secondary degree or equivalent
- Demonstrated proficiency across various social media platforms, including Instagram, TikTok, YouTube, and more.
- Ability to provide a portfolio or evidence of aptitude in social media and/or writing (personal or professional).
- Experience with social media management tools and interpreting analytics is an asset.
- Experience with Canva or other design and editing suites is an asset.

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If you thrive in a dynamic, fast paced environment, meet the qualifications listed, can master the responsibilities/expectations required and are ready to embark on a new and rewarding opportunity to contribute to what God is doing through the work of InterVarsity Christian Fellowship of Canada, we want to hear from you. Click the [link here](#) to view the full job description inclusive of key responsibilities.

### Application Process

Interested applicants are invited to email a résumé and cover letter to [recruitment@ivcf.ca](mailto:recruitment@ivcf.ca).

The successful candidate must be able to submit to InterVarsity's Statement of Agreement documents (Statement of Faith, Vision and Aims and Community Covenant). Employment is conditional upon a clear police reference check.

We thank all applicants for their interest; however, only those candidates selected to move forward in the recruitment process will be contacted. No agencies please. **Please note this position is open only to persons who are eligible to reside and work in Canada.**