



Digital Communications Coordinator

Under the authority of the *Professional Engineers Act*, Professional Engineers Ontario (PEO) governs over 87,500 licence and certificate holders and regulates professional engineering in Ontario. PEO's mission is to regulate and advance the practice of engineering to protect the public interest.

PEO has an immediate opening for a Digital Communications Coordinator on a regular full-time basis. Reporting to the Manager, Communications, this position serves as webmaster, and produces and monitors social media content. The position also supports communications programs designed to raise awareness and enhance the perception of PEO's regulatory role and the attributes and responsibilities of professional engineers.

Key responsibilities include:

- Manage organization's various websites using different CMS systems
- Create content, write text, optimize integrity, and embed photos and videos
- Work closely with Manager, Communications to ensure accurate, well-written and dynamic web presence
- Collaborate with communications, IT staff and website vendor to complete current website redesign project
- Monitor website analytics and search engine rankings
- Coordinate distribution of e-blast messages as required
- Manage and grow PEO's presence on social networking sites (Facebook, Twitter, LinkedIn, YouTube), ensuring consistency with the association's mission and brand
- Schedule, monitor and plan social media content via Hootsuite
- Provide research and writing/editing support for the development of web copy, press releases, annual report, speeches, articles, PowerPoint presentations and other relevant communications materials
- Represent PEO at public events, as required

This hands-on position requires a high degree of initiative, drive and creativity to obtain communications results and to foster an accurate image of PEO and its programs. The successful candidate must have an undergraduate degree in journalism, public relations or communications (or equivalent), a minimum of three years' progressive experience in digital communications, along with the following knowledge and abilities:

- Experience using content management systems, specifically Drupal, Sitefinity and WordPress
- Strong working knowledge of relevant web-related technologies, including Microsoft Office, HTML and CSS
- Strong proof-reading/copy editing skills
- Experience managing social media in business/professional role
- Experience using email software tools such as Campaigner or Constant Contact



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- Strong knowledge of best practices in online communication tools, including an understanding of major social media platforms and their respective audiences
 - Strong ability to provide digital communications advice/service to internal clients
 - Superior communication skills, both oral and written, combined with the ability to break down complex information into clear, concise and persuasive communications
 - Experience in writing and assembling persuasive and informative communications materials (news releases, social media content, speeches, web copy, e-blasts and related publicity materials)

Experience in a regulatory or association environment considered a strong asset.

Qualified professionals are invited to submit, without delay, a cover letter stating salary expectations and resume, in confidence, by email no later than Friday, January 25, 2019 to:

Professional Engineers Ontario
40 Sheppard Avenue West, Suite 101, Toronto, Ontario, M2N 6K9
Email: peopledevelopment@peo.on.ca

We thank all applicants in advance for your interest in our organization and advise that only those candidates selected for interviews will be contacted.