



Communications Coordinator

About CAGP

The Canadian Association of Gift Planners (CAGP) is a national association that inspires and educates professionals involved in strategic philanthropy. Our 1400+ members are fundraisers at charities and professional advisors who are enormously passionate about what they do – helping Canadians realize their philanthropic dreams. CAGP is also an important voice of philanthropy in the social benefit sector and has a long track record of influencing tax and legislative matters that support charitable giving.

We have a small, dedicated staff team that has a big impact. We offer a fun and flexible work environment with a good benefit package. You will have a powerful opportunity to grow and expand your professional skills, connect with a pan-Canadian community to build your network and make a real difference.

Position Overview

We are seeking a creative, skilled professional for the position of **Communications Coordinator**, who will help with the production and execution of primarily digital content for connecting with our members and wider stakeholder network. Reporting to the Director, Strategic Communications and Stakeholder Relations, you will work on digital content that supports membership, education, events, as well as our charitable arm, the CAGP Foundation, and our public-facing campaign, Will Power™, collaborating closely with colleagues who lead each of these portfolios.

Duties and Responsibilities

Content Creation: Writing, Editing, Graphic Design

- Increase awareness of the programs and activities of CAGP and the CAGP Foundation by turning information into compelling content for digital communications channels
- Create graphics in accordance with brand standards and guidelines
- Support the creation of resources and reports

Digital Communications: Website, Email, Social Media

- Prepares digital communications updates for various public websites, email campaigns and social media, including building, scheduling and execution
- Maintain the CAGP and CAGP Foundation websites with up-to-date information regarding content offerings, events and resources
- Utilize a variety of multimedia platforms to distribute and leverage content.

As this role evolves, the selected candidate should be prepared for new and exciting duties that may not be listed here. CAGP offers many opportunities to grow and learn.

Qualifications and Profile

Essential:

- 1-3 years' experience in a role with similar duties
- Proven track record in creating high quality digital communications
- Knowledge and experience using online graphic design programs (Canva, or similar), content management systems (Drupal, Wordpress or similar), email marketing tools (Constant Contact,

MailChimp, or similar), and social media scheduling tools (Sprout Social, or similar), and an interest in and ability to learn new technology platforms

- Strong communication skills; ability clearly present ideas and plans
- A positive team player with an ability to work collaboratively with colleagues
- Able to take initiative, work with minimal supervision and make independent decisions on routine issues
- Able to work in a fast-paced remote environment, prioritize and manage competing requests
- Attention to detail to ensure a consistent brand voice and identity across communications

Assets:

- Knowledge of the non-profit or association sector, including volunteer work
- Working knowledge of both official languages
- Formal education, degree or diploma, in marketing/communications or similar discipline
- Basic knowledge of video editing/production, and web design or development/coding skills
- Experience growing social media channels
- Digital data analytics
- Public relations experience
- An interest in the philanthropic or charity sector

Specifications

This is a full-time, permanent position, working in our office environment in Ottawa or in a home office in other locations.

Compensation will be between \$49,000-\$52,000/yr, commensurate with experience. Group benefits will be offered after a 3-month probationary period.

CAGP is committed to employment equity and welcomes diversity in the workplace. All qualified applicants will receive consideration for employment.

Deadline for application

Interested candidates, please submit a cover letter and resume by **December 15th, 2021** to hr@cagp-acpdp.org