



## **Coordinator, Community Engagement**

Full time, Temporary (April 2023 to March 2024)

### **eCampusOntario**

eCampusOntario is a provincially funded non-profit organization that leads a consortium of the province's 53 publicly funded colleges, universities and indigenous institutes to develop and test online learning tools to advance the use of education technology and digital learning environments. Officially registered as the Ontario Online Learning Consortium (OOLC) and referred to as eCampusOntario we:

- Support the development and delivery of quality online learning experiences across all of Ontario.
- Lead in research, development and sharing of exemplary practices in online and other forms of technology-enabled learning.
- Support member institutions in fostering innovation, collaboration, and excellence on behalf of Ontario students, faculty and stakeholders.
- Contribute to the evolution of teaching and learning by responding to emerging technology and the development of state-of-the art online learning.

## **Coordinator, Community Engagement**

### **Position Summary**

The Coordinator, Community Engagement, plays a vital role as part of a highly cross-functional team to drive continued growth in the uptake and use of eCampusOntario initiatives within the Francophone community. Reporting to the Manager, Governance and Strategic Communications, and working closely with the Strategic Communications team and the Associate, Digital Learning, the Coordinator will provide key support to the business unit, including marketing, social media, administration, and events.

The position plays a key role in the building and stewardship of the relationship of the organization with the Francophone community, traveling as required to implement events and attend conferences.



## **Accountabilities, Duties and Responsibilities**

### **Digital Marketing**

Under the direction of the Manager, Governance and Strategic Communications, and working with the Associate, Digital Learning and input of internal stakeholders – identify, plan and create digital marketing opportunities that raise awareness of and increase participation in eCampusOntario Francophone programming initiatives.

#### **Social Media**

- Provide innovative approaches to social media campaigns and strategize to reach key Francophone audiences and achieve eCampusOntario goals
- Create strategic alignments between social media activities and other communications and marketing initiatives
- In collaboration with the Digital and Graphics Communications Specialist and external vendors as required, create copy and rich media content to innovatively leverage social media platforms
- Working with the Specialist, Communications (Content), create and manage social media planning calendars to ensure effective use of organizational social media channels for Francophone initiatives
- Track and report on the success of social media and related marketing campaigns and its efficacy of engaging the Francophone community and achieving Objectives and Key Results (OKRs)
- Keep abreast of new media innovations and emerging trends in related platforms and technologies

#### **Direct Digital Marketing**

- Create direct digital campaigns, including newsletters and e-blasts, assist with their planning and create strategic alignments with other communications and marketing initiatives
- Working with the Associate, Digital Learning, Francophone Initiatives, to build and manage contact lists of the Francophone community, including both postsecondary and business sectors
- Liaise with external vendors as appropriate to support the creation of content, working with the Manager, Governance and Strategic Relations to effectively monitor budgeted hours

### **Event Management**

Provide highly organized and effective project management for eCampusOntario Francophone events that supports advanced pedagogical communities of practice, builds strategic



relationships, and advances the eCampusOntario brand within the Ontario Francophone community, and to help achieve Transfer Payment Agreement OKRs.

- Create, plan and provide recommendations for Francophone community event concepts that maximize guest experience and align with eCampusOntario strategic objectives
- Provide recommendations for, manage and execute on workback schedules that promote the seamless rollout of events and accommodate managerial and committee approval
- Support the planning of, and travel as required to attend and execute on in-person events, including conferences, submissions and sponsorships.
- Provide input and recommendations on the selection of events vendors
- Provide a central point of contact for presenters, vendors and internal staff, and manage stakeholder needs
- Provide support, including hosting support and outsourcing translation for webinars and other virtual Francophone community events as required
- Supply metrics and reports that support the success narrative of each event
- Ensure all ephemeral events comply with AODA standards. This includes live audio translation and captioning services, as well as features that support universal access.
- Develop processes that support the values of equity, diversity, decolonization and inclusion in all organizational events.

### **Education, Professional Designations and Development**

- Bachelor's degree in Events Management, Marketing, Communications or related field, or equivalent combination of education and experience.

### **Experience**

- Three (3) years of experience in community engagement, digital marketing environments or related roles, preferably in the postsecondary, education or public sectors.

### **Skills**

- Excellent written, verbal and interpersonal skills, with the ability to synthesize complex information into persuasive, clear and effective communications in both French and English.
- A good understanding of the unique communications and marketing context of the post-secondary, public and/or non-profit sectors in Ontario in a Francophone context
- High energy and persistent approach to community engagement
- Exceptional organizational and time management skills in a communications or marketing environment, with the ability to coordinate or manage projects of varying duration and complexity



- A creative personality, with the ability to create exceptional organizational events that support an optimal user experience in virtual, hybrid and in-person formats
- Tolerant of ambiguity and creative in approach to problem solving in the absence of a clear path toward an objective
- Ability to synthesize data to draw conclusions and make recommendations
- An understanding of and sensitivity to multi-layered approvals processes and the planning required to navigate them effectively
- Expert knowledge of social and community media and rich content platforms and their functionality, including Facebook, LinkedIn, Twitter, YouTube, Instagram, Slack, Discord and others.
- Knowledge of stakeholder relationship management platforms and CRMs (Brainticket by e180, Riipen, Salesforce) a preferred asset, with excellent knowledge of managing contact lists
- Strong computer skills, including good knowledge of Microsoft Outlook and Office, Microsoft Teams, Adobe Acrobat, project management tools. Working knowledge of CMS platforms, (Wordpress), direct digital marketing and survey systems and Adobe Photoshop knowledge. Knowledge of Adobe Creative Suite is an asset
- Demonstrated commitment and understanding equity, diversity, decolonization and inclusion with the ability to communicate and work effectively with diverse peoples

### Application Process

Candidates are invited to email us at [talent@ecampusontario.ca](mailto:talent@ecampusontario.ca) (subject **Coordinator, Community Engagement**) with a Cover Letter and Resume attached as a **single PDF file**, titled "**Last Name, First Name.pdf**".

The Resume must clearly highlight all relevant education, training and experiences that are applicable to the minimum qualifications for this position and should not be longer than **two (2) pages**. Please include your salary expectations in your cover letter.

Candidates must be legally entitled to work in Canada.

Offers are conditional upon the successful review of three (3) professional references and a satisfactory background check.

**This position is open until filled.** We thank all applicants for their interest, however only those candidates invited to interview will be contacted. Please continue to check our [Jobs & Opportunities](#) for more exciting positions.



## **Equity, Decolonization, Diversity and Inclusion Statement**

The current social context informs our work. This includes the imperative to join the fight against anti-Black racism and anti-BIPOC racism, and to support Equity, Decolonization, Diversity and Inclusion in everything we do. We will seize this moment to rebuild and support an environment that prioritizes inclusion, representation and voice.

## **Accessibility Statement**

In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), eCampusOntario is committed to accommodating applicants with disabilities throughout the talent acquisition process. If you require any accommodations at any point during the talent acquisition process, please contact [talent@ecampusontario.ca](mailto:talent@ecampusontario.ca)

## **Hybrid Work Model**

This position is based out of the eCampusOntario office in downtown Toronto, where our hybrid work model includes both in-person and remote work opportunities.

**For more information on eCampusOntario, please visit our website at <https://www.ecampusontario.ca/>**