



**Digital Media and Engagement Specialist
Part-time Permanent Position or Service Contract
Rural Ontario Institute (ROI)**

The Rural Ontario Institute (ROI) is a charitable organization developing leaders and facilitating collaboration on issues facing rural and northern Ontario.

www.ruralontarioinstitute.ca

POSITION SUMMARY

We are seeking an enthusiastic, creative individual to join the ROI team and build awareness and engagement in ROI program activities. Drawing on your proven experience you will: plan, design and implement social media outreach and marketing activities including management of ROI and AALP Twitter and Facebook accounts; co-ordinate event registration and promotions; organize MailChimp campaigns; recruit and post guest blogs; conduct subscriber surveys; create and distribute electronic newsletters; curate content for our website and manage posting processes; maintain and update contact lists and relationship management data; engage program participants and diverse stakeholders to collect and share information which enables ROI to tell compelling stories and collect measures of impact to demonstrate the value of ROI programs and activities.

As a team player you will support and contribute to the development of our communications strategies and plans. As a self-starter you will work independently to execute these plans and research and introduce new platforms, applications or monitoring tools to the organization and our work flow processes. The position requires an individual who is creative and results-oriented, enjoys working in a fast paced, small team environment with minimal supervision, who is organized and able to meet deadlines through multi-tasking.

Currently this is a part-time position (.5 FTE) and as such carries no medical benefits or pension plan. It is foreseeable that the position may become full-time or additional part-time staff may be recruited for communications support. By mutual agreement work hours may be temporarily increased during periods of heavy work load or at critical junctures in program activity. Alternatively, proposals from communications and media management service companies will be entertained.

RESPONSIBILITIES

- Organize, implement and monitor the effectiveness of digital outreach and engagement strategies
- Contribute to the design of marketing and fundraising campaigns
- Market programs and promote events
- Collaborate with ROI partners in media and advertising to ensure timely, effective campaigns

- Schedule, create and distribute content including: newsletters, web content, blogs, podcasts or videos
- Monitor stakeholder social media and share or retweet appropriately
- Publicize research and format information publications for distribution
- Maintain accounts/passwords and log-ins for all communications platforms
- Implement a new learning management system
- Liaise with our website service provider and media contacts
- Manage ROI brand identity and consistency
- Create, proof read and disseminate appropriate messaging for discrete, targeted stakeholder groups
- Maintain stakeholder contact lists and databases consistent with legislative requirements
- Correspond with stakeholders using info@ in a timely and professional manner
- Seek opportunities for integration and alignment of communications for ROI's various programs and initiatives.

QUALIFICATIONS

- University degree or College diploma with 3+ years of experience or significant relevant experience
- Enthusiastic, energetic, creative, team-oriented professional who enjoys working through all stages of communications and project/ activity coordination and processes from initial ideation to final implementation and wrap up
- Experience in communications planning and engagement strategies in the not-for-profit sector
- Working knowledge of online communications tools, including website, social networking and member platforms, blogs, podcasts
- Ability to creat audio-visual resources is an asset
- Well-developed verbal and written communications and presentation skills
- Ability to build positive relationships internally and externally with others including sponsors, funders, stakeholders and program participants
- Understanding of and ability to use and support various on-line event registration and meeting management tools
- Proficiency in Microsoft Office
- Understanding of print and web publications and familiarity with publishing, graphic design, web design, layout and document production and contact management software
- Class G driver's license, access to an insured vehicle and the ability to work flexible hours as required
- A background or experience related to topics, areas of expertise or disciplines related to ROI program areas is an asset and might for example include:
 - rural community development and sustainability;
 - planning/municipal governance/economic development;
 - non-profit capacity building;
 - organizational development & governance;
 - adult education, distance learning and extension;
 - on-line learning;
 - agricultural sector and food; and/or
 - leadership development.

ADDITIONAL INFORMATION

This is a part-time position and can be accomplished from a home office or remote location. A regular schedule of in office hours for coordination and team meetings is anticipated after COVID restrictions are lifted. Bi-weekly meetings will take place at the Rural Ontario Institute office north of Guelph, Ontario. Travel to the office location will not be compensated.

The Rural Ontario Institute offers a progressive and challenging team-oriented work environment. The compensation range is 25 K to 30 K per annum paid twice a month.

Please apply in confidence by email no later than June 8 2020 sending your resume and cover letter highlighting any relevant personal accomplishments or motivations that reflect your potential success in the position to:

Norman Ragetlie
Executive Director
Rural Ontario Institute
Email: nragetlie@ruralontarioinstitute.ca

We thank all those who apply. Only those candidates selected for an interview will be contacted.

NB: Proposals from communications services and media management companies should include applicable rates and expertise of all personnel who will be assigned to the contract – changes in assigned personnel will be through mutual agreement and addendum to the service agreement. Mechanisms for quality assurance and proposed methods for project management should be outlined in the proposal.