

## ***ROI is Hiring!***

ROI is looking for a resourceful, creative person to join our team as a **Communications Coordinator**. We have an immediate opening for this temporary, full-time position.

**Job Title:** Communications Coordinator

**Compensation:** \$25/hour

**Position Status:** Full-time

**Number of Weeks:** 16-17 weeks

**Number of Hours per Week:** 37.5

**Anticipated Start Date:** **March 15, 2021** or ASAP

**Anticipated Finish Date:** **June 30, 2021**

### **POSITION SUMMARY**

We are seeking a capable, enthusiastic individual to join the ROI team to promote awareness and build engagement in ROI program activities. Drawing on your proven experience you will work effectively in a collaborative team to build engagement, create compelling creative assets and participate in the development of marketing strategies to inform larger communications plans and initiatives. Your creative spirit for innovation and exploration will add value to the overall goals and objectives of ROI by enhancing communication activities and fundraising initiatives.

The Communications Coordinator role has been created as a backfill for our Digital Media and Engagement Specialist who is being dedicated to a special project to build a community of practice/engagement sub-domain for ROI. We are looking for a confident, energetic person who can jump in quickly to new situations. During this short but intense work period you will create marketing materials for potential sponsors, supporters and program participants. You will initiate subscriber communications to disseminate reports and information and to collect stakeholder and participant insight and input on training and learning needs. Your talents will help us share stories of rural successes and facilitate meaningful dialogue among partners and community members.

Your strong communication skills will be exercised by working in a collaborative team environment with plenty of latitude and independence to stick handle creative asset production for distribution. You will be integral in building ROI brand awareness through the creation and promotion of marketing materials, ROI events and activities. You will help us track our impact through analytics and setting up processes that capture the outcomes of our programs. Your creativity and organization will be of great value in creating social media campaigns that connect partners and stakeholders by regularly managing ROI social media profiles, posts and engagement. Working closely with our permanent staff you will help extend engagement activities of ROI throughout Ontario.

### **JOB RESPONSIBILITIES:**

- Help develop and implement communication plans and activities for all ROI program areas including AALP, Rural Change Makers and rural information sharing.

- Conduct market research using various digital tools (e.g. on-line survey/polls/engagement campaigns) within ROI's existing networks and with potential new audiences.
- Organize speakers for web-based forums/dialogues and engagement events.
- Act as technical support or "host" for engagement events.
- Participate in facilitation of engagement activities with ROI partners and stakeholders.
- Work with ROI's communications team to promote events using social media and other digital tools.
- Work collaboratively with ROI communications team to roll up activities into an overall communications strategy.
- Use existing tools and market research to create marketing campaigns and distribute marketing materials using a storytelling marketing approach.
- Contribute to the design of marketing and fundraising campaigns.
- Participate in the exploration and implementation of digital transformation tools that increase engagement and reach.
- Use design and communication software and tools to develop creative assets for engagement activities.
- Organize activities collaboratively and share project responsibilities within the larger communications group to support collective goals, tasks, targets and objectives.
- Co-facilitate group sessions to encourage dialogue and program delivery and support a series of on-line dialogues with rural Ontario stakeholders and ROI subscribers.
- Monitor social media channels and share/retweet appropriately.
- Update the ROI website and liaise with our website provider to troubleshoot issues or make improvements.
- Organize, track and report on the effectiveness of communications strategies and marketing campaigns using analytical tools.
- Maintain and update contact lists and user databases
- Develop campaign messaging and promote ROI brand identity for consistency.
- 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.

#### **QUALIFICATIONS AND EXPERIENCE:**

- University degree or college diploma in graphic design, public
- Relations/communications, media studies or related discipline with 3+ years experience or significant relevant experience will be considered.
- 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 · Working knowledge of online communications tools, including website, social networking and member platforms, blogs, podcasts.
- Ability to create audio-visual and digital resources is essential.
- Well-developed verbal, written and presentation communications 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 and the Adobe Creative Suite of tools.
- Understanding of print and web publications and familiarity with publishing, graphic design, web design, layout and document production.
- Ability to work with 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 interests in topics, areas of expertise or disciplines related to ROI program areas is an asset but not a requirement. This might include for example:

- 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 full-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.

Please apply in confidence by email no later than **Sunday March 7, 2021 at Noon**, sending your resume and cover letter highlighting any relevant personal accomplishments or motivations that reflect your potential success in the position.

#### **Please apply to:**

Norman Ragetlie  
 Executive Director, Rural Ontario Institute  
 Email: [nragetlie@ruralontarioinstitute.ca](mailto:nragetlie@ruralontarioinstitute.ca)

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