

Title: Communications Coordinator (CC)

Job Type: Permanent full-time

Duration: 35 hrs/wk

Compensation: \$40,000 salary plus benefits after 3-months

Start Date: November 19, 2024 or as soon as possible

Application Deadline: October 18, 2024

Location: Hybrid/Home-based with 1-2 weekly meetings and onsite event work in the Hamilton/ Burlington area.

Organizational Background

Telling Tales is a Canadian not-for-profit organization with a mission to deliver outstanding literary programming for children and youth that raises awareness of the importance of literacy in our communities. Our annual programming brings together a diverse range of Canadian authors, illustrators, musicians, and storytellers with their audiences—to engage even the most reluctant reader. Join us as we build a community of readers, writers, and storytellers!

Job Description

Reporting to the Executive Director (ED), the Telling Tales **Communications Coordinator** will work collaboratively with our growing team to build an inclusive and inspiring brand for Telling Tales across platforms and regions. The **CC** will work closely with our designer and programming team to realize Telling Tales mission (to deliver outstanding literary programming for children and youth that raises awareness of the importance of literacy in our communities) and vision (to inspire a love of reading and improve literacy in children and youth). We are looking for someone who can realize the brand across communications platforms including social media, digital platforms, public relations, and printed outreach material for audience engagement and fundraising purposes.

Communications:

- In collaboration with the Executive Director (ED) and Programming Manager—develop a communications plan to support the strategic goals of the full breadth of Telling Tales programming
- Produce multimedia content for print, web, social media, radio, TV, and video—this includes writing, editing for all communications including blog, social media platforms, newsletters, website content, ad copy, and press releases.
- In consultation with ED implement fundraising specific e-marketing campaigns that support the philanthropic-giving program
- Contribute to grant and sponsorship proposals as required
- Attend special events to conducting interviews, photography, and videos capture to build brand content
- Work collaboratively with team to support all events and activities
- Support the design, production, and distribution of marketing material in consultation with ED

- Collaborate with Telling Tales graphic and web designers and videographers to develop key creatives for website, poster, program, reading list, bookmark, advertising, and videography

Admin, Reporting Financial:

- Regularly report on analytics and the effectiveness of specific campaigns and make recommendations to assist the organization in achieving its strategic goals
- In tandem with the full team, play a key role in the development of contact base in database management
- Keep up to date with a working knowledge of Salesforce (current system) or relevant CRM
- Use Project Manager to collaborate with team on key tasks
- Maintain media list

Skills & Qualifications

- Professional writing experience in marketing, brand communications, or social media
- Demonstrated ability to write with different tones of voice and writing styles according to the platform
- Practical experience using design software such as Canva and Adobe
- Good photography and videography skills are an asset
- Team player with strong interpersonal skills who thrives in a collaborative environment but also works well independently
- Strong attention to detail
- Strong analytical skills and the ability to track metrics proving ROI of communications campaigns
- Experience with both WordPress and Mailchimp
- Calendar/schedule management
- Familiarity with social media platforms: Instagram, Facebook, X, YouTube, and TikTok
- Comfortable using Zoom and similar video conferencing services
- Experience with data management CRM (Salesforce not-for-profit preferred)
- Proficient in the Microsoft Office suite and Google products
- Familiarity with the Canadian Children's literary landscape is a strong asset

Please send your cover letter and resume to info@tellingtales.org with the name of the position you are applying to in the subject line.

Telling Tales is an equal opportunity employer. At Telling Tales we encourage applications from all qualified persons including women, persons with disabilities, applicants who identify as members of the BIPOC communities, and persons across the spectrum of sexual orientation and gender identities.