

# **CAPITAL HERITAGE CONNEXION PATRIMOINE DE LA CAPITALE**

**POSITION: Digital Content Coordinator**

**DEADLINE TO APPLY: July 26 (The deadline could be adjusted according to the release of funding decisions from YCW-BCH)**

**START DATE: Late-August**

The Capital Heritage Connection | Connexion Patrimoine de la Capitale (CHC|CPC) is seeking a Digital Content Coordinator to help develop our organization's online communications and digital content. This will be an exciting opportunity for the candidate to develop their communications skills and connect with colleagues in the heritage sector to help sustain and promote Ottawa's unique heritage stories and offerings.

The ideal candidate is an organized and detail-oriented recent graduate with excellent communications and interpersonal skills. The candidate is highly motivated and fluently bilingual. They will have a proven ability to establish priorities, work independently, and can proceed with objectives with limited supervision.

## **Roles and Responsibilities:**

- Take the lead on the organization's main communications;
- Create content and manage email campaigns from start to finish;
- Develop and update content on the organization's website (Wordpress);
- Create and manage daily social media content that articulates the value of our services and programs, and that engages a wide variety of audiences;
- Attend select Member events and programs, and complete live social media reports;
- Actively stay up-to-date on local heritage news;
- Identify innovative ways to enhance communications with our Members; and
- Analyze and prepare high-level reports on marketing and communications initiatives with recommendations.

## **Project and Event Coordination:**

- Plan and coordinate the development of the Ottawagraphy | Ottawagraphie project;
- Work in partnership with our Members to develop and curate content to contribute to the project;
- Support and assist with the organization's heritage events, including planning, set up and tear down (Heritage Day, workshops, networking events, AGM);
- Analyze and prepare high-level reports on the project with recommendations; and
- Fulfill other duties as may be assigned by the Program Manager or Executive Director.

**Skills, Knowledge and Experience:**

- Fluently bilingual in both official languages.
- Recently graduated from a post-secondary institution in heritage, history, museum studies, marketing, communications, cultural administration studies, or suitable equivalent;
- Strong project management skills;
- Ability to communicate effectively and confidently in person and in writing;
- Proficiency in Microsoft Office, Adobe Creative Suite and website development and management tools (using HTML/WordPress);
- Experience in managing various social media networks such as Facebook, Twitter, Instagram, YouTube, Google+, etc. and reporting on all related analytics;
- Experience working with email campaigns (MailChimp and Constant Contact);
- Strong marketing and social media content/material development skills;
- Proven ability to work simultaneously on several project timelines;
- Ability to prioritize and to work independently and in a team setting;
- Must be able to meet deadlines and perform under pressure;
- Highly creative, with a passion for Ottawa and Canadian heritage;
- Experience (volunteer or work) in a not-for-profit organization an asset; and

**Terms:**

This is a contract position (37.5 hours per week) with remuneration of \$16.25/hour plus 4% vacation pay. The duration of the contract will be from late-August 2019 to March 31, 2020. The CHC offers a flexible work environment, opportunities for professional development and an additional two weeks of vacation during our annual holiday office closure.

The position is funded through Young Canada Works in Building Careers in Heritage. Your cover letter should stipulate that you meet the following criteria:

- are a Canadian citizen or a permanent resident, or have refugee status in Canada;
- are legally entitled to work in Canada;
- will be between 16 and 30 years of age at the start of employment;
- are willing to commit to the full duration of the work assignment;
- will not have another full-time job (over 30 hours a week) while employed with the program;
- are an unemployed or underemployed college or university graduate, that is, not employed full-time;
- are a recent graduate who has graduated from college or university within the last 24 months at the start of employment;
- are not receiving Employment Insurance (EI) benefits while employed with the program; and
- have not previously participated in or been paid under this or any other Career Focus internship program funded under the Government of Canada's Youth Employment Strategy.

Capital Heritage Connexion Heritage Capital's team is aware of the issues related to the marginalization of minority groups in the workplace. We also recognize the importance of the diversity of social realities and the openness of viewpoints. We therefore encourage anyone who identifies as belonging to a

minority group to apply to the position. Disclosing information about this is your free will: you can mention it or not in your application, according to your personal judgment.

Interested applicants should send a resume and cover letter to Annie Lapointe, program manager at [program@capitalheritage.ca](mailto:program@capitalheritage.ca).

### **About the Capital Heritage Connexion | Connexion Patrimoine de la Capitale (CHC|CPC)**

The Capital Heritage Connexion | Connexion patrimoine de la capitale (*formerly the Council of Heritage Organizations in Ottawa | anciennement le Conseil des organismes du patrimoine d'Ottawa*) is an umbrella organization serving cultural heritage stakeholders in the greater Ottawa area. The CHC plays a leading role in developing and sustaining Ottawa's heritage sector and ensuring local residents have access to heritage. To achieve its objectives, the CHC works closely with museums, archives, historical and genealogical societies, cultural communities, heritage buildings and sites as well as a range of heritage scholars, supporters and advocates.