



*Last Updated: August 2024*

## **Job Title**

# **Digital Communications Coordinator**

## **Impact Statement**

The Digital Communications Coordinator plays a pivotal role in shaping our online presence by managing daily updates across our website and social media platforms—including but not limited to: Twitter/X, Instagram, YouTube, LinkedIn, and Facebook. This role is crucial for amplifying humanitarian stories and breaking news from MSF teams worldwide, transforming these updates into engaging social media posts and website articles. By collaborating closely with the Digital Communications Officer and various teams, the Coordinator ensures timely and impactful communication for advocacy, fundraising, and recruitment efforts. Additionally, they enhance digital engagement through strategic website edits, SEO optimization, and accessibility improvements, while also providing insightful digital analytics reports to drive our online performance.

## **About the Communications Department**

MSF Canada's Communications Department is responsible for achieving brand visibility by disseminating information about MSF across mass media, including press, web, and social media platforms. Increasingly, the Communications Department seeks to not only broadcast information, but to engage audiences in ongoing narratives related to humanitarian issues, current events, operational transparency, and organizational accountability. The Communications Department disseminates stories about returned field workers, as well as news stories, photos and videos from the more than 77 countries where MSF works.

The MSF Canada digital unit is responsible for all aspects of MSF Canada's public-facing digital presence, including supporting digital fundraising initiatives, managing the organization's public-facing digital platforms and content, and producing and disseminating creating audio-visual content. The team sits within the Communications Department and closely collaborates with fundraising, recruitment advocacy and other MSF Canada departments, helping them deliver transformative digital plans. This includes working with fundraising acquisition campaigns, human resources on recruitment campaigns for specific staff for international projects, and digital communications as major news stories break.

## **Key Responsibilities**

- Responsible for day-to-day content updates on MSF Canada's website and social media accounts, including drafting, posting, and promoting content to achieve communications, advocacy, fundraising and human resources objectives
- Make manual edits to optimize MSF Canada's website and social media accounts

- Improve website performance using Search Engine Optimization (SEO) tools (i.e. SiteImprove) and website edits to ensure the website is compliant with legislation related to accessibility – i.e. AODA
- Support the Digital Communications Officer and Digital Marketing Officer with digital media analytics and monitoring
- Other support to the Digital Unit upon request

## Job-Specific Responsibilities

### 1) Day-to-day digital content development and distribution

- Update the main website ([www.doctorswithoutborders.ca](http://www.doctorswithoutborders.ca)) on a regular basis needed which includes publishing articles, updating existing content, refreshing homepage content, etc.
- Update MSF Canada's social media accounts (LinkedIn, Instagram, YouTube, Twitter, Facebook) on a regular basis, according to approved Social Media plan, with content provided by the MSF global movement or Canadian office and based on optimal posting times, best practices, and audience engagement results.
- Attend and actively contribute ideas to regular social media calendar meetings (chaired by the Digital Communications Officer) and Communications Editorial Meetings (chaired by the Director of Communications) and help execute plans determined in those meetings to improve social media engagement
- Coordinate with editorial team for review and translation of web content in English and French.
- Support the Content team and Digital Marketing Manager with digital campaigns, including drafting social media posts, facilitating paid promotion, and scheduled and live posting as needed
- Support with digital community management plans, including liking, responding and engaging with audience participants on social media in a timely manner that is consistent with MSF brand's voice
- Upon request, draft, translate and schedule social media posts to support fundraising and recruitment digital marketing objectives specifically, coordinating with the Digital Communications Officer as needed
- Escalate inquiries to the Digital Communications Officer or Digital Content Manager as necessary.

### 2) Website and social media optimization

- Improve site content performance by leveraging best Search Engine Optimization (SEO) practices like optimizing headlines, content structure and using SEO tools (i.e. SiteImprove, Google Search console)
- Facilitate manual website edits (e.g., adding alternative text, photo captions, etc.) to ensure the website is compliant with legislation related to accessibility – i.e. AODA and WCAG 2.0
- Regularly monitor the website and flag errors requiring technical fixes to the Web Developer

### 3) Digital analysis support

- Support the Digital Communications Officer and DU managers with social media and website analytics
- Support digital monitoring needs (e.g., issues monitoring) upon request

### 4) Other

- Collaborate with other members of the Digital Unit to ensure seamless integration of digital solutions
- Act as backup to the Digital Communications Officer in their absence
- Stay current with research, social media trends and areas of development for digital campaigns

## Core Competencies

- **A Commitment to MSF's Principles;** Proficiency Level 1: Acts towards the fulfilment of MSF's Social Mission
- **Cross-cultural Awareness;** Proficiency Level 3: Demonstrates an integrating attitude
- **Planning and Organization;** Proficiency Level 3: Follows up, plans activities and sets priorities
- **Service Orientation;** Proficiency Level 3: Anticipates clients' needs

- **Results and Quality Orientation;** Proficiency Level 3: Improves performance and sets ambitious and realistic goals
- **Behavioural Flexibility;** Proficiency level L2: Adapts behaviours to the needs of the situation

### Knowledge and Experience

- Experience in digital communications/communications management/website management/ or an appropriate combination of training and progressive work experience
- Working knowledge of Canadian Press Style Guide and best web copywriting practices.
- Demonstrated experience in social media management and content management
- Proven experience in developing and delivery of user-centric digital experiences
- Knowledge of content management systems: WordPress (Required), SEO, Google Analytics, and social media marketing and monitoring tools
- Demonstrated attention to detail and ability to work with multiple competing requests
- Knowledge of Mac Os Operating systems

### Education, Certifications, and Languages

- English fluency
- French intermediate proficiency (spoken and written)

### Working Conditions

- Work is generally carried out during the day, Monday to Friday (9:00 a.m. to 5:00 p.m.), some weekends and evenings may be required; flexible work hours may be available, requiring approval from manager/director
- Hybrid work model with mandatory requirement of 40% in-office presence, in Toronto or Montreal office.
- When working from home, employees are required to have their own workspace, access to internet, and phone
- The office environment is open concept and workspace is shared with colleagues
- Workstations consist of sit/stand desks, anti-fatigue floor mat, swivel chair, laptop with dock and double monitor
- Work requires long hours in front of a computer/laptop screen

### Job Information

**Direct Reports:** None

**Reports To:** Digital Content Manager

**Position Level:** Individual Contributor

**Department:** Communications / Digital Unit

**Position Status:** 8 Months

**Activity Rate:** 100% (37.5 hours/week)

**Location:** Toronto or Montreal

**Status:** Must be legally authorized to work in Canada

**Benefits:** Health Spending Account, Lifestyle Spending Account, group insurance (Life, Dependent Life, AD&D), Peace of Mind plan (i.e. prescription drugs, accidental dental, hospital care, etc.), 5% RRSP contributions (no matching required), starting 4 weeks' vacation/year, flexible work hours, annual professional development budget, Employee and Family Assistance Program (EFAP), and a positive and innovative office culture grounded in core values of humanity, integrity, and results.

**Additional Information**

MSF Canada is a people-focused humanitarian organization that is proud to offer a diverse, collaborative, and inclusive work environment. We strongly believe this approach enhances our work and we're committed to equity in employment. The organization seeks to attract and engage the best professionals to join and maintain meaningful, productive and lasting work relationships. We embrace diverse motivations and backgrounds of people working together to exhibit their passion in action for the social mission of MSF.

MSF Canada acknowledges the existence of systemic racism and oppression and is committed to sustaining and strengthening its anti-racism and anti-oppression (AOAR) efforts. As MSF Canada continues to grow and strive to remove barriers in its offices in Canada and in MSF work environments abroad, we welcome applications from individuals with unique experiences of intersectional oppression on the basis of their social markers such as their ethno-racial identity, age, gender identity, education, socio-economic status or place of origin. We encourage Black, Indigenous, People of Colour, LGBTQIA2S+ people, individuals living with disabilities and any individual deserving equity to apply.

In line with MSF's December 2021 pledge to reduce our carbon emissions by 50% by 2030, compared to our 2019 baseline, we encourage everyone to embrace and embed sustainable and climate-friendly practices. Applying a climate and planetary health lens will help us improve our operational impact. Facing climate change and environmental degradation through our operational activities by focusing on mitigation and adaptation will decrease our dependency on fossil fuels, reduce our ecological footprint and help protect human health. Everyone, at all levels, with all skill sets is needed to address the global threat of climate change.