



Digital Communications Coordinator

Professional Engineers Ontario (PEO) administers the *Professional Engineers Act* to serve and protect the public interest by licensing Ontario's 80,000 professional engineers and setting standards for and regulating the engineering profession in the province.

PEO has an immediate opening for a Digital Communications Coordinator on a regular full-time basis. Reporting to the Manager, Communications, this position serves as webmaster, produces and monitors social media content, and supports communications programs designed to raise awareness and enhance the perception of the role of PEO and the attributes and responsibilities of professional engineers.

Key responsibilities include:

- As webmaster, manage website using content management system (currently PRISM)
- Work with Manager, Communications to ensure accurate, well-written/structured and dynamic web presence
- Collaborate with communications and IT staff to advance current website redesign project
- Monitor website analytics and search engine rankings
- Manage and grow PEO presence on social networking sites (Facebook, Twitter, LinkedIn, YouTube) ensuring consistency with the association's mission and brand
- Schedule, monitor and plan social media content via Hootsuite
- Coordinate distribution of e-blast messages as required
- Provide research and writing support for the development of corporate communications materials
- Represent PEO at public events, as required

This hands-on position requires a high degree of initiative, drive and creativity to obtain communications results, and to foster an accurate image of PEO and its programs. The successful candidate must have an undergraduate degree in journalism, public relations or communications, a minimum of three years' progressive experience in digital communications, along with the following knowledge and abilities:

- Experience using content management systems, such as PRISM (PEO's current CMS), Sharepoint, WordPress, Sitefinity, etc.
- Strong working knowledge of relevant web-related technologies, including Microsoft Office, HTML and CSS
- Experience managing social media content in business/professional role
- Experience using email software tools such as Campaigner or Constant Contact
- Strong knowledge of best practices in online communication tools, including an understanding of major social media platforms and their respective participants
- Superior communication skills, both oral and written, combined with the ability to break down complex information into clear, concise and persuasive communications
- Experience in writing and assembling interesting and informative news releases, speeches, online content and related publicity materials

Experience in a regulatory or association environment considered a strong asset.

Qualified professionals are invited to submit, without delay, a cover letter stating salary expectations and resume, in confidence, by email no later than Friday, October 20, 2017 to:

Professional Engineers Ontario



Professional Engineers
Ontario

101-40 Sheppard Ave. W.,
Toronto, ON M2N 6K9
T: 416 224-1100 800 339-3716
www.peo.on.ca

40 Sheppard Avenue West, Suite 101, Toronto, Ontario, M2N 6K9

Email: peopledevelopment@peo.on.ca

*We thank all applicants in advance for your interest in our organization
and advise that only those candidates selected for interviews will be contacted.*