Communications Officer – Full Time

Title	Digital Communications & Design Officer
Location	Ottawa, ON
Supervisor	Manager – Senior Communications Manager
Term	Indeterminate
Salary	Level 5 – Step 0: $67,562 annually

Under the supervision of the Communications Manager, the Digital Communications & Design Officer is responsible for supporting the organization's external communications. The Digital Communications & Design Officer will assist in the design and implementation of Cooperation Canada's communications and marketing initiatives, focusing primarily on graphic design, website management and other identified priorities. This role will ensure the quality and consistency of visual and online content, reinforcing Cooperation Canada's brand image across platforms.

Responsibilities:

- **Website Management (45%)**

  - Lead the implementation of a new website, collaborating closely with the Communications Manager and web agency to ensure alignment with organizational goals and brand standards.
  - Oversee the migration of existing content to the new website, including resource libraries, ensuring accuracy, consistency and proper formatting across pages.
  - Develop and maintain a data management plan for the website, including the organization of content, metadata and search functionality to improve user experience and accessibility.
  - Regularly update the website with new content (e.g., news pieces, press releases, event information), ensuring all content adheres to accessibility standards (e.g., alt text for images, proper heading structures, contrast ratios).
  - Manage and organize web-based data, applying SEO and accessibility best practices to enhance site performance and organic reach.
  - Ensure the integration of analytics tools, collect data on user behaviour, engagement and performance metrics and generate insightful reports for continuous improvement and for donor-required reporting.
  - Oversee the installation of updates, themes and plug-ins as needed to maintain site functionality and security.
  - Support ongoing website enhancements by applying best practices in website design, usability and content management.
  - Provide training and guidance to staff on content updates and data management best practices, ensuring a streamlined approach to site upkeep.

- **Graphic Design (40%)**

- o Lead the creation of new visual assets that represent the organization's core areas of work, strategic priorities and flagship events, ensuring alignment with brand guidelines and mission.
- o Ensures consistency and branding compliance in Cooperation Canada publications, including designing reports and other publications to ensure clarity, coherence and alignment with organizational standards.
- o Design thematic visuals and illustrations for digital and print platforms to enhance the organization's storytelling and visibility.
- o Develop custom graphics for use across the website, social media, newsletters and publications, tailored to different audience segments.
- o Collaborate with internal teams to conceptualize and produce imagery that reflects organizational values and priorities, including anti-racism, equity, diversity, inclusion and justice (AEDIJ).
- o Create and maintain a library of reusable design templates for commonly used materials (e.g., report covers and event banners) to ensure visual consistency and efficiency.
- o Ensure that all visual content meets accessibility standards, such as appropriate colour contrasts and alternative text for images.
- o Work with consultants on brand image development, collaborating on visuals that support key themes and strategic campaigns.
- o Monitor the quality and consistency of all visual content across platforms, safeguarding Cooperation Canada's brand image.

- **Administration Support & Other (15%)**

- o Ensure the smooth administrative functioning of the Communications team, including the organization of files on SharePoint (such as reports, minutes, event documents and planning sheets), logistics support, coordination and participation in organizational planning and other initiatives.
- o Facilitate the efficiency of various meetings by taking minutes, keeping records and ensuring follow-up, including supporting the Communications Working Group meeting.
- o Represent the organization at events.
- o Promote and embody an organizational culture that advances antiracism, equity, diversity, inclusion and justice (AEDIJ), reduces power abuse and inequalities and fosters trust and safety.
- o Perform other duties as identified as priorities by the Communications Manager.

SKILLS & EXPERIENCES

Essentials:

- o Minimum of 3 years of relevant experience in communications, marketing or a related field.
- o Minimum of college diploma in communications, marketing, journalism, or a related field, or equivalent experience in the industry.
- o Bilingual in Canada's Official Languages (French and English), written and spoken – a must-have for this role.
- o Proficient with office productivity tools (e.g., MS Office Suite, especially Word, Excel and PowerPoint).

- o Experience with back-end website management platforms (e.g., WordPress, Drupal) and Google Analytics for monitoring web traffic and engagement.
- o Strong graphic design skills with proficiency in design software (e.g., Adobe Creative Suite, Canva) for producing high-quality visuals.
- o Experience in website implementation projects, including content migration, SEO optimization, and ensuring accessibility.
- o Knowledge of data management best practices as they relate to web content and online engagement.
- o Excellent attention to detail, with strong organizational and planning skills for managing multiple projects and deadlines.
- o Demonstrated ability in copy editing for designed reports and communications materials, ensuring clarity and consistency in published content.
- o Commitment to teamwork and collaboration, with the ability to work independently, problem-solve and take initiative as needed.
- o Strong commitment to antiracism, equity, diversity, inclusion and justice (AEDIJ) principles, with an understanding of how to reflect these values in communication materials.

Desirable
- o Competency in equitable communication methods and approaches
- o Experience working in international cooperation
- o Experience in a membership-based organization
- o Familiarity with AI tools for website management and content optimization (e.g., AI-driven SEO tools, predictive analytics, connection with social networks, etc.) to enhance website performance and user experience.