



## **Contract Position: Marketing and Digital Content Coordinator**

One-year contract: \$17,000, renewable, expecting approximately 14 hours/week.

SSUC and Emberwood is in search of a contract Media, Communications and Marketing Coordinator to be an integral part of the continued growth of our inclusive and progressive community. As a unique spiritual community in the city of Edmonton, we are committed to strengthening our communication and digital presence, and developing marketing strategies that will communicate our identity, values and opportunities, and drive engagement.

SSUC is a unique community in Edmonton for the following reasons:

- Radically Inclusive. A spiritual home and safe place for all in the 2SLGBTQ+ community (the first affirming United Church in Alberta in 1999), the home to Emberwood (queer and ally nature programming) and Camp Dragonfly (a summer camp for trans+ and gender creative children)
- Committed to Ecological and Social Justice
- Non-dogmatic, values-based spiritual community with a focus on exploring wisdom for spiritual depth and health (welcoming free thinkers, seekers, progressives of any religion or none)
- A shared commitment to 4 core values: celebrating diversity, engaging life with spiritual depth, inspiring compassion and connection, and making a meaningful difference.

## **General Position Description**

The successful candidate will be responsible for the creation and maintenance of our existing web and social media platforms, using them to build brand and message awareness. Furthermore, they will be responsible for co-developing and implementing a consistent promotion, marketing and advertising strategy for SSUC and associated partners. *This includes working loosely within and/or from pre-existing SSUC and program design facets and identity markers.* This hybrid contract will require some key on-site duties, including regular staff/team connections, some attendance at events, and community interaction. The ideal candidate will be passionate about the future of SSUC and Emberwood programs, and its potential to deeply live out its identity. They will be equipped to plan for the future with a proactive approach, and not be afraid to face challenges and tight deadlines. They will be able to demonstrate leadership and initiative related to our marketing and communication, and in the administration of a publicity expense account. They will also have strong interpersonal skills and a genuine desire to build relationship with colleagues and others within the SSUC/Emberwood community as well as broker partnerships with broader community groups. The coordinator will be part of the SSUC leadership team, accountable to the team and to the Ministry & Personnel Committee.

## **Desired Skills and Experience**

- Familiarity and demonstrated competence creating and maintaining social media presence and websites (current websites are WordPress and Squarespace).
- Direct experience or studies in Marketing, Design, and/or Communications
- Graphic design experience is an asset.
- Understanding of SSUC and associated partner's values, uniqueness, inclusivity and key messages.
- Connections with diverse communities within Edmonton.
- Ability to work efficiently with little supervision but also take direction when required.
- Ability to thrive in a team environment and willingness to learn or grow in areas less familiar.
- Ability to generate and enact ideas, solutions to problems, and creative directions based on feedback and input from others.

**Apply with an introductory letter and resume to [info@ssucedmonton.com](mailto:info@ssucedmonton.com) by June 21, 2024.**

*SSUC will fill this contract on the basis of merit. We are committed to the principles of equity and diversity and encourage applications from all qualified persons, regardless of gender, gender expression, sexuality, physical ability, tradition or culture.*

## **Marketing and Digital Content Coordinator Specific Responsibilities**

### **Web and Social Media Presence**

- To increase the visibility of SSUC online and in the Edmonton area by deepening awareness of the unique identity of SSUC; to make programs, events, resources and ministries widely known, effectively advertised and meaningfully communicated, especially to those between 15-50 years of age.
- To promote awareness and engage conversation around 'expansive spirituality', building this unique brand and messaging with appropriate audiences.
- To create, post and maintain content for relevant social media platforms. To integrate effective and short, consumable video into the online and social media presence, including initiating campaigns focused on needed themes, and inviting and/or facilitating ministry team-created videos that would support these campaigns.
- To have purposeful and integrated communications (digital, print, and other) that clearly communicate the unique identity of SSUC;
- To achieve a level of awareness among applicable communities, directing them to our online presence, including but not limited to progressive, 'spiritual but not religious' community, 2SLGBTQIA+ affirming community and Emberwood
- To maintain websites (and mobile versions) with regular updates, improved portals and access, as requested.
- To recommend and implement improvements as requested to the existing websites.
- To measure outcomes including measuring numbers of likes/follows/quotes/retweets/etc. on social media or hits on websites, and other metrics deemed useful.

### **Promotion, Marketing, Advertising**

- Implement SSUC's branding to create consistent and readily identifiable graphics, promotions, items, etc. that communicate the essence and the identity of SSUC internally and to the public;
- Identify and employ communication tools and advertising/sponsorship opportunities where cross-over marketing would result in high benefit vs. cost, contacting like-minded organizations and local influencers for co-promotion, guest posts.
- Identify and utilize publicity expenses in a way that will maximize impact.
- Coordinate marketing activities that would utilize community publications, media, podcasts, YouTube and TikTok channels, online platforms, etc. for ad space, special event listings and timely targeting of particular local markets.
- Implement creation, and use of promotional audio/video across platforms.
- Explore, evaluate and implement additional communications methods, if deemed to be effective for our target community.
- Create and implement marketing plans (eg. retention campaign, other campaigns based on findings), customer profiles/ market segmentation, and advertisements based on these plans and profiles.

### **On-site Support and Administration**

- Availability for occasional and/or key events to support content creation, including online engagement with livestream users, followers, etc.
- Contribute to regularly scheduled face-to-face meetings with staff/team and/or volunteers, including periodic reports to the Ministry & Personnel Committee or the SSUC Board.