
JOB TITLE:	Lead, Digital Communications	JOB CATEGORY:	Communications
Department/Group:	Communications	Job code/Req#:	n/a
Location:	Fully remote, in Canada. Applicants must be eligible to work in Canada permanently.	Travel required:	Occasional
Level/Salary range:	\$90,000.00	Position type:	FT Permanent
Language:	English (required), French (asset)	Job Details:	Full time, 35 hours per week
Hours:	9AM to 5PM typically EST		
Benefits	Monthly benefit top up for use with own plan, home office support, annual vacation, annual increases based on performance.		

APPLICATIONS ACCEPTED BY:

Fax or Email: jobs@aruccnationalnetwork.ca

Subject line: Application – Digital Communications Lead MyCreds/MesCertif

ABOUT MYCREDS/MESCERTIF

MyCreds™ | MesCertifMC, a non-profit owned by the Association of Registrars of the Universities and Colleges of Canada (ARUCC), is Canada's only comprehensive document exchange highway and credential wallet for students and graduates. Just three years old, this ground-breaking sector-led collaboration enables secure issuing, exchange, and verification of official digital documents, badges, micro-credentials and diplomas and other documents from across Canada and around the world. Now operating at scale with 33% of the market, with adoption of the national network growing steadily, MyCreds™ | MesCertifMC is growing, creating opportunities for additional team members to support the network's growth and expansion. This innovative, pan-Canadian initiative continues to benefit from the expertise of hundreds of volunteers from colleges, universities and member organizations who engage regularly to ensure the network's ecosystem continues to develop prioritizing learner mobility and lifelong learning.

The MyCreds/MesCertif team is committed to fostering an inclusive environment where all team members and clients feel valued, respected, and supported. We embrace diversity in all its forms and believe that it strengthens our team and enhances our ability to serve all network users. We believe that by embracing our differences, we can achieve our collective goals and create a more equitable and inclusive society.

Description

Reporting to and under the direction of the Executive Director, the Lead, Digital Communications is responsible for collaborating on and implementing communications plans, managing, and optimizing MyCreds/MesCertif communications channels and curating/creating digital content to support network members and growth of the network. They collaborate closely with the business development team on right timed and right sized communication based on target audience. The Lead, Digital Communications stewards third party supplier communication contracts and the MyCreds/MesCertif brand. They are the internal point of contact for communications related queries and standards. As a valued member of the MyCreds/MesCertif team, the Lead, Digital Communications fosters an environment of trust, support, accountability while modeling respect for all team members and a focus on equity, diversity, and inclusion.

Responsibilities

- Administrator, MyCreds/MesCertif communications channels including website, LinkedIn, Member Portal, Instagram, Facebook and TikTok
- Curating and creating content for all MyCreds/MesCertif channels including end to end campaign management.
- Stewarding the MyCreds/MesCertif brand
- Coordinating service agreements supporting communications activities
- Quarterly reporting on engagement and performance by channel (analytics) and by campaign
- Support the development of a Communications service catalog.
- Participate in organizational development, process enhancement and team meetings as required

Experience & Education Requirements

- Bachelor's degree or college diploma in Communications, Marketing, Journalism, or related field
- 2+ years of experience in corporate communications, public relations, post-secondary communications, or related roles
- Proven track record of developing and executing successful communications strategies.
- Proven experience creating and/or curating digital content.
- Proven experience in website management and maintenance including but not limited to content updates, troubleshooting, ensuring functionality

Preferred Skills

- Strong analytical skills to interpret data/market trends, informing strategic decisions.
- Intermediate MS Office
- Proficiency in social media platforms including LinkedIn, Facebook, Instagram and Tik Tok including demonstrated experience in creating engaging content, managing account, and analyzing performance.
- Demonstrated ability to set priorities and manage a high volume of work and competing demands for time.
- Strong attention to detail and demonstrated ability to plan and organize.
- Ability to work independently and collaboratively.
- Creative thinking and problem-solving abilities.
- Exceptional interpersonal and intrapersonal communication skills, both written and verbal, including the ability to communicate effectively with all levels of the organization.

Additional Notes

This is a 100% remote role, with a requirement for the candidate to live in and be eligible to work in Canada on a permanent basis. No agencies please. Education and employment are subject to verification. Successful candidates are required to undergo a criminal background check as a condition of employment.

REVIEWED BY: ARUCC Board
Representative

DATE:

Approved by: Executive Director,
MyCreds/MesCertif

Date:

Last updated by: Executive Director,
MyCreds/MesCertif

Date/Time: November 1, 2024

