



## *Position Posting*

# Web & Social Media Coordinator

**Location:** National Office (Montreal, Quebec)

**The Organization:** The Kidney Foundation of Canada is the leading charity committed to eliminating the burden of kidney disease through:

- Funding and stimulating innovative research for prevention, better treatments, and a cure.
- Providing education and support to prevent kidney disease in those at risk and empower those with kidney disease to optimize their health status.
- Advocating for improved access to high quality healthcare.
- Increasing public awareness and commitment to advancing kidney health and organ donation.

For almost 60 years, The Kidney Foundation has been a collaborative, innovative and focused leader in the development of programs, services, research opportunities and awareness campaigns that have had a positive impact on the millions of Canadians living with, or at risk of developing kidney disease.

**Job Summary:** Reporting to the Online Solutions Manager, the Web & Social Media Coordinator will help monitor and maintain the performance of The Kidney Foundation's social media accounts, websites, and digital marketing campaigns, will assist with support requests, and will support the Marketing and Communications team strategies for improving SEO, accessibility, and user engagement.

Key Responsibilities include:

- Help improve websites performance and user experience, with a focus on SEO, accessibility, and responsive content.
- Ensure web and social media content is consistent with brand guidelines and key messaging, is optimized for web and respects accessibility requirements.
- Assist with website reviews, content updates, and collaborate with team members to help maintain an editorial calendar.

Posting Date: February 4, 2022



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- Monitor websites and social media accounts and provide weekly analytics reports.
- Update social media platforms and monitor user comments and inquiries.
- Collaborate with team members to optimize tracking and reporting of email and digital marketing campaigns.
- Monitor and help respond to comments and requests for information or technical support received via email or other channels.
- Help develop and maintain documentation for web applications and standard procedures, including best practices documents.

**Position Status:** Regular full time, 35 hours per week

- Required Skills:**
- Diploma in digital communications or related field, or equivalent experience with website and social media management and monitoring.
  - Familiarity with HTML, CSS, content management systems, emails marketing software or fundraising software.
  - Strong knowledge of website management best practices (SEO, QA, Accessibility, content hierarchy, metadata, etc.)
  - Experience with managing multiple social media portals, including Facebook, Twitter, LinkedIn, YouTube, Flickr, etc.
  - Experience with Google Analytics and other tools for monitoring online assets performance (e.g., SiteImprove)
  - Excellent troubleshooting and help desk skills is required.
  - Fluency in both official languages, written and spoken, is required.
  - Experience formatting documents and web content for Accessibility is a definite asset.
  - Experience with some of the following software is an asset (please specify your level of proficiency): Hootsuite, SiteImprove, Kentico (CMS), MailChimp, Alchemer/Survey Gizmo, Adobe Creative Cloud.
  - Ability to work both independently and as a team player.

**Apply to:** The Kidney Foundation of Canada  
National Office 880-5160 Decarie Blvd. Montreal, QC H3X 2H9  
ATTN: Teresa Havill, National Director of Human Resources  
E-mail: [resume@kidney.ca](mailto:resume@kidney.ca)

This position will remain open until a suitable candidate has been found.



## ***Position Posting***

***The Kidney Foundation of Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.***

*We wish to thank all applicants for their interest and effort in applying for this position; however, only candidates selected for interviews will be contacted.*