



Knox College Job Description Communications Coordinator

Knox College is a graduate theological school of The Presbyterian Church in Canada, incorporated by an Act of the Legislative Assembly of Ontario in 1858. Knox College is a federated College of the University of Toronto (UofT), and a founding member of the Toronto School of Theology (TST), a consortium of seven theological colleges at the University of Toronto.

Job Title	Communications Coordinator
Department	Advancement
Direct Report	Manager of Advancement and Alumni Relations
Contract Duration	Full-Time Permanent (35 hours/week)
Review	3-month Preliminary Review / 6-month Probation Review / Annual Performance Review
Date	September 2023

POSITION SUMMARY

The Communications Coordinator plays a pivotal role in fostering meaningful connections and engaging the Knox College community. This position requires planning a comprehensive communications strategy that strengthens relationships between the institution, its alumni, and supporters. The coordinator will collaborate closely with the Advancement team to execute initiatives that drive philanthropic efforts and further elevate the standing of Knox College. The Communications Coordinator, while serving as a team member in the Advancement Office, will also work with the Principal and the Executive Assistant to the Principal regarding specific communications and messaging.

A. OVERVIEW OF DUTIES AND RESPONSIBILITIES:

1. Develop communication messages and materials in support of fundraising and donor stewardship initiatives: including strategizing concepts, identifying key themes, messaging, targeting audiences for direct mail, custom fundraising proposals, and more.
2. Advise on best practices and strategies to maximize digital communication initiatives. Champion planning, writing, and delivering electronic fundraising and communications efforts, whether appeals, stewardship messages or impact reporting, via Constant Contact, and occasionally MailChimp and undertaking regular email performance tracking and analytics.
3. Strategize and draft content updates on Knox's website.
4. Manage website updates and maintenance (Wordpress) and database (DonorPerfect) updates and data downloads for reports, mailing lists, etc.

5. Contribute to identification of viable story subjects, conduct interviews, and synthesize information to create community-focused content in various styles (donor communications, website, quarterly magazine, and more).
6. Carry out design work where required, including advertisements, promotional materials, corporate branding of office supplies (ex: letterhead, envelopes, business cards, etc.), signage, and more.
7. Carry out photo and video editing including, producing, editing, and coordinating the preparation and distribution of promotional/outreach materials and verifying that content is consistent with brand identity guidelines.
8. Manage and curate compelling content across various social media platforms (including: website, Facebook, Instagram, LinkedIn, X, and more) to foster engagement and promote the institution's initiatives.
9. Analyze the effectiveness of campaigns and/or programs using reports and metrics.
10. Build and strengthen relationships with stakeholders and partners of strategic importance.
11. Handle event-related work (for in-person and online events): publicity, registration, production of event-related materials and advertisements, photography, webinar hosting, and more.
12. Serve as a resource to others by providing (non-supervisory) job-related guidance.
13. Other duties as assigned (ex: news releases).

B. WORK COMPLEXITIES

1. Choice of Action: Work arises routinely from job duties or is directly assigned by the Manager of Advancement and Alumni Relations. Scope for choice of action is determined by set practice, priorities, or instructions.
2. Difficulty: The pace varies but is typically high volume during busy periods such as Orientation in the fall and Convocation in May. Accuracy and precision are essential. Patience, diplomacy, and a discerning attitude are required in dealing with donors, alumni, and other constituents. The ability to remain calm and professional under stress in an open environment is necessary.
 - a. Must be able to think strategically and work efficiently
 - b. Must be a problem solver.
3. Contacts: Regular contact with alumni, church administrators, Knox College Principal's Office, Finance office, and staff members. Some contact with faculty and students.
4. Supervision Received: This position is under the supervision of the Manager of Advancement and Alumni Relations. Employee performs standard and routine assignments independently to conclusion. Non-standard issues requiring exceptions to procedures or processes are referred to the Manager of Advancement and Alumni Relations.
5. Supervision Exercised: Must be able to work independently and prioritize competing work responsibilities on a regular basis. Working closely with the Manager of Advancement and Alumni Relations and other staff in a collegial fashion on a regular basis is required.
6. Working Conditions and Physical Demands: The Advancement Office is open to the public and is sometimes noisy. Traffic in the Office varies depending on the time of

day and the academic calendar. The Communications Coordinator should be able to carry files and other items weighing up to 30lbs, to navigate stairs with ease, and to walk around campus (Knox College and UofT) or local area.

7. Daily Hours of Work: This is a full-time opportunity. Five days (7 paid hours daily) per week. Hours of work are within the range of 8:00am – 5:00pm. Hybrid work opportunity possible.
8. Occasional events-related evening and weekend work required.

C. QUALIFICATIONS REQUIRED

1. University degree in Communications, Public Relations, Marketing, Fundraising or an equivalent combination of education and experience.
2. Minimum of five (5) years of related experience in communications with successful project management and experience developing content for promotional and outreach materials and contribute to the planning of communication in support of technical projects and teams.
3. Experience working in a post-secondary institution or in the charitable/not-for-profit sector preferred.

D. REQUIRED SKILLS

1. Superior written communication skills, creativity, and a thorough understanding of best practices in communications.
2. Excellent proficiency with Microsoft Office and proficiency in the use of Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Acrobat). Preference for those with email deployment systems such as Constant Contact and/or MailChimp.
3. Demonstrated professionalism, ability to display tact and diplomacy and maintain a high degree of confidentiality.
4. Strong ability to work effectively under pressure and meet competing deadlines.
5. Applicants are also expected to show evidence of a commitment to equity, diversity, inclusion, and the promotion of a respectful and collegial learning and working environment.
6. Able to relate naturally and authentically to a wide array of Christian individuals, churches and organizations, people with no active church affiliation, and people from other faiths.
7. Ability to work collaboratively and cooperatively with team members and establish effective working relationships with a wide range of people.
8. Detailed-oriented with proven proofreading skills.

To apply, please email a cover letter and resume to knox.financedirector@utoronto.ca by September 30, 2023, the subject line to read: Communications Coordinator.

We thank all applicants for their interest, however, only those selected for an interview will be contacted.