

Digital Engagement Specialist

Tamarack Institute | Digital Sales, Engagement & Learning

About Tamarack:

Tamarack is a charitable organization dedicated to helping Canadian communities take ownership of local issues by making use of proven strategies for community engagement. We develop and support learning communities to help people collaborate, co-generate knowledge, and achieve collective impact on complex community issues. Our vision is to build a connected force for community change. Learn more about Tamarack at www.tamarackcommunity.ca.

Through our work in Learning Services, we advance learning in our five idea areas:

- Collective Impact is the advanced form of collaboration which brings together different sectors for a common agenda to solve large, complex problems.
- Community Engagement is the process by which citizens are engaged to work and learn together on behalf of their communities to create and realize bold visions for the future.
- Collaborative Leadership brings together the appropriate people in constructive ways to create authentic visions and strategies for addressing shared concerns.
- Community Development is both the process of developing and enhancing the ability to act collectively and the outcome of collective action and its' results.
- Evaluation is the process of evaluating not only a single program or issue, but also the large scale, multi-faceted community change initiatives.

Through our work in Vibrant Communities Canada, we advance learning communities in four key areas:

- Communities Ending Poverty is a network of 330 municipalities represented by 70+ regional partners working collaboratively to end poverty in their communities.
Learn more at <https://www.tamarackcommunity.ca/communitiesendingpoverty>
- Cities Deepening Community is a network of 67 cities seeking to strengthen neighbourhoods and 25 cities developing community plans to grow citizen engagement, civic leadership and a sense of belonging.
Learn more at <https://www.tamarackcommunity.ca/citiesdeepeningcommunity>
- Communities Building Youth Futures is a five-year strategy to work with up to 13 communities to develop system-wide solutions for youth as they build and act upon plans for their future.
Learn more at <https://www.tamarackcommunity.ca/communitiesbuildingyouthfutures>
- Community Climate Transitions is building a network of communities that are committed to tackling climate change through a multi-solving approach that advances social, environmental, and economic goals simultaneously.
Learn more at <https://www.tamarackcommunity.ca/communityclimatetransitions>

Supervision and Reporting:

The Digital Engagement Specialist is a member of the Digital Sales, Engagement & Learning (DSEL) practise which supports and oversees digital Marketing and Communications priorities across the organization. This role reports directly to the DSEL Director and contributes to the overall achievement of Tamarack's strategic goals, and deliverables of the Tamarack team as a whole.

Work Environment:

This job is full-time and fully remote/home office based. Tamarack's office is located at the University of Waterloo, Conrad Grebel University College.

On-going Responsibilities:

- Be an active member of the communications team with a focus on supporting Learning Centre Communications.
- Provide support to the various events offered at Tamarack, such as workshops, events, online courses, and seminars by:
 - Working with content leads to ensure content is high quality and accessible
 - Building webpages, registration workflows, marketing strategies
 - Collaborating with the Manager of Events to ensure registration targets are hit
 - Providing day-of technical support
- Manage the Social Media accounts of the Learning Centre
- Overseeing the Learning Centre sections of the website by updating content, ensuring promotions and advertisements are up to date.
- Supporting the organization with resource creation and content management by copy-editing, creating visual diagrams, embedding text within our templates, providing feedback, editing video content for webinars and audio content for podcasts
- Database management
- Management of digital newsletters
- Supporting team members on an on-going basis as new tasks arise

Qualifications:

- Proven experience/education, and at least 2 years of work experience with similar responsibilities
- Highly organized, self-motivated, and results-oriented with a keen attention to detail
- Strong writing, and editing skills with a demonstrated ability to create high-quality online and written content
- A strong understanding of data collection, analysis and use for driving continuous improvement
- Strong leadership skills with ability to hold staff accountable to timelines and deliverables
- Strong copy-editing, written/verbal communication, and administrative skills
- Ability to work with social media, CRMs (Hubspot), inbound marketing software and databases
- Positive, enthusiastic, flexible, a go-getter attitude
- Strong capacity to multi-task and manage competing priorities in a fast-paced work environment
- Ability to work virtually, both independently and in co-operation with a small team
- Strong computer and technical skills with proficiency in MS Office. Familiarity with Adobe Creative Suite and Canva is an asset.



Salary & Benefits:

Tamarack provides a competitive salary and benefits, RRSP package, lieu and flex time and operates within a progressive management philosophy. This is a full-time 40-hour per week position and compensation is rated between \$40,000 to \$55,000 a year.

Tamarack is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age.

To apply:

Please send a cover letter and resume to isaac@tamarackcommunity.ca by January 31st. While we think all interested applicants, only those selected for interview will be contacted.