

Canada's
WORLD
Canada
MONDE



3303-515 West Hastings Street
Vancouver BC
CANADA V6B 5K3

Contract Opportunity – Online Community Facilitator and Editor

Canada's World is looking for an energetic self-starter and team player to manage and expand our online community and advise and assist in the online organization and promotion of off-line events.

Canada's World is a three-year project based at the SFU Centre for Dialogue designed to engage citizens in dialogue on Canada's role in the world. Entering our final phase, we have a comprehensive and compelling new vision for Canada's role in the world, and are looking for the right person to help us encourage new audiences to take action on the vision.

We're seeking an individual who can bring solid communication skills, passion for Canada's global role and responsibilities, web engagement experience, and their own creativity and enthusiasm to this crucial phase of our work. This position is based in our head office in downtown Vancouver.

DESCRIPTION:

Reporting to the Canada's World Director, the Online Community Facilitator and Editor will be responsible for developing and implementing an online communications and marketing strategy for the final phase of the Canada's World project. Two primary areas of focus will be:

- Building traffic on our website and blog – getting our content out to as many people as possible. Helping us build a list of Canadians who are concerned about Canada's role in the world and ready to take action.
- Providing support to CW offline events, including a dialogue tour of the Atlantic provinces and a camp/unconference on Canadian foreign policy – organizing and managing social media/online components of events, including recruiting participants and promotion, setting up organizers' tools (Google groups, blog, wiki), day-of logistics (i.e. Twitter, liveblogging, videos and photos etc.) and follow-up (emails, contests, online actions). Maximize the online impact of and support to these offline events.

Other day-to-day responsibilities include:

Find us online at www.canadasworld.ca

- Managing and updating our website on the IGLOO platform – ensuring frequent updates about our activities and consistency of style, preparing reports for the web, making necessary changes to site architecture to support new initiatives etc.
- Managing and expanding our blogging community on Wordpress, promoting the blog through social media sites, coordinating payment for bloggers and (potentially) blogging about current trending topics related to Canada's role in the world.
- Managing and expanding our Facebook and twitter presences.
- Maintain a daily log of primary activities and share it with colleagues.
- Attend and actively participate in staff meetings for Canada'sWorld.
- Work as part of the Canada's World national staff team and share in the administrative tasks.
- Prepare evaluation reports as requested.
- Submit expense reports related to online components of the project (including managing the invoices for bloggers)

REQUIRED SKILLS & EXPERIENCE:

- Experience using online tools to organize offline events
- Strong skills in online marketing, particularly in building audiences for websites and blogs
- Experience managing people virtually
- Attention to detail
- Very strong communications skills – talented writer and editor, comfortable with writing for different audiences and with public speaking
- Interest in and knowledge of global issues
- Basic experience with HTML
- Familiarity with, and enthusiasm for, using social media tools
- Both a self-starter and team player – able to design strategy, set goals and manage workflow independently while also taking direction, responding to feedback and supporting other team members
- Ability and willingness to acquire any additional skills necessary for the position, flexibility and creativity to respond to a changing work environment and get results with a small budget

DESIRED SKILLS & EXPERIENCE:

- Familiarity with camps/unconferences

- Extensive contacts in the online world
- Experience blogging about global issues
- Experience with viral video campaigns and list building
- Strong knowledge of Canadian foreign policy/Canada's role in the world
- Other language skills, particularly French

SALARY and TERM: \$40,000, pro-rated to four days per week, from September 2nd to December 31st.

APPLICATION: Applications should be submitted via e-mail to Reilly Yeo at reilly@canadasworld.ca

Please include the following:

1. A cover letter describing why you are interested in this work and summarizing why you should be considered for this job
2. Your CV
3. Telephone and e-mail contact information for three employment references
4. A 200-word statement answering the question: Why should Canadians care about our role in the world?

Deadline to apply is August 14th, 2009.