

# JOB POSTING



## Web and Digital Content Coordinator

**Organization:** Daily Bread Food Bank

Daily Bread Food Bank works towards long-term solutions to hunger and runs innovative programs to support people on low incomes. Daily Bread distributes fresh and shelf-stable food, as well as fresh-cooked meals to more than 130 member agencies and 170 food programs across Toronto, including food banks and meal programs for shelters and drop-ins. Daily Bread also publishes the influential Who's Hungry Report, an annual survey that provides qualitative and quantitative data and analysis about food and income insecurity in Toronto to all levels of government and sector stakeholders. To learn more about Daily Bread Food Bank, please visit [www.dailybread.ca](http://www.dailybread.ca).

**Job Title:** Web and Digital Content Coordinator  
**Reporting to:** Senior Manager, Communications  
**Location:** 191 New Toronto Street, Toronto, ON M8V 2E7

### The Position

Daily Bread Food Bank is looking for a skilled creative person to fill the role of Web and Digital Content Coordinator. Your primary responsibilities will be maintaining and troubleshooting Daily Bread's website and online donation platform (Convio/Luminate), and creating eye-catching, intelligent content for social media, our website as well as other marc-comm materials. You have experience in designing, building and managing responsive websites in addition to having a strong graphic design portfolio, and proven successes in growing social media accounts. You have a keen eye for detail, a strong work ethic, and an ability to translate ideas from concept to completion.

But this isn't just a design and tech position: it's a people position. You will be working with diverse departments across the organization, from Fundraising to Agency Relations to Volunteers to Operations. You are a collaborator – a team player that can also work independently in a fast-moving environment.

### SPECIFIC RESPONSIBILITIES

- Update, maintain and troubleshoot Daily Bread's WordPress website using knowledge of responsive web design as well as HTML, CSS, PHP, JavaScript, jQuery and WordPress.
- Create online forms using WordPress and Eventbrite
- Edit customized plugins for WordPress.
- Configure online donation pages, event pages and other aspects of online fundraising through Convio/Luminate.
- Design online and print content for campaigns and events, research reports and annual reports, such as social media shareables, infographics, web banners etc.
- Upload and publish images, pages and blog posts to Daily Bread's website.
- Help generate day-to-day content for all of Daily Bread's social media platforms.
- Support Marketing and Communication priorities with digital initiatives (e-newsletter, online surveys, banners, etc.)

- Take photos; build and maintain Daily Bread's image and photo library.
- Collect, analyze and report on web and social media analytics to improve engagement and outreach.
- Provide event support as required, as well as media relations support.
- Effectively communicate and coordinate with all departments to ensure designs communicate the desired message

### **EDUCATION/EXPERIENCE (or equivalent)**

A post-secondary degree or diploma in web design and development and/or graphic design. One to three years of related work experience.

### **KEY COMPETENCIES**

- Proven experience and knowledge of HTML, WordPress, CSS, PHP, JavaScript and jQuery
- Proven experience in building websites, website design and management. Knowledge of, and ability to manoeuvre through the back-end of WordPress is a must.
- Proven experience in graphic design for online and print production using Adobe Creative Suite
- Knowledge of Ontario's Website Content Accessibility Guidelines and AODA legislation
- Experience creating e-newsletters using Mail Chimp (or similar software)
- Knowledge of SEO and web analytics (Google Analytics)
- Experience working with online fundraising platforms (e.g. Convio/Luminate)
- Knowledge of video editing software (such as Adobe Premiere) would be an asset
- Superior accuracy and attention to detail
- Ability to balance and prioritize multiple projects and deliver on time in a fast-paced environment
- Ability to work collaboratively in a team as well as independently
- Excellent verbal and written communications skills

The starting salary range is \$45,000 to \$50,000, commensurate with experience and ability. Daily Bread offers a competitive employer-paid benefit package and an opportunity to join the Group RRSP plan after one year.

**To be considered for this position, please forward a covering letter stating why you are suitable for the role along with your résumé. Please provide links to your portfolio, which should include samples of your websites, graphic design work, as well as social media platforms that you manage.**

**Deadline to apply is **Friday, May 11, 2018** to:**

Human Resources  
Daily Bread Food Bank  
191 New Toronto Street  
Toronto, ON M8V 2E7

E-mail: [hr@dailybread.ca](mailto:hr@dailybread.ca)  
Fax: 416-203-0045

*Daily Bread Food Bank thanks all individuals who apply for this position and will only contact candidates who are selected for an interview. **Daily Bread Food Bank is an equal opportunity employer and encourages applications from members of designated groups.***