



Kahnawà:ke's Economic Development Commission

Our core values are Accountable, Client-Focused, Impactful, Innovative, Teamwork & Collaboration, Employee Focused.

POSITION: Digital Communications Specialist

DIVISION/DEPARTMENT: Marketing and Tourism

IMMEDIATE SUPERVISOR (1): Director of Marketing and Tourism

IMMEDIATE SUPERVISOR (2): Executive Director

DATE: July 2026

Role Overview

The Digital Communications Specialist is responsible for supporting Tewatohnhi'saktha's digital presence through the coordination and maintenance of social media channels, website content and digital platforms. This position supports digital campaigns by publishing engaging digital communications while ensuring that online information remains accurate, current, and accessible. The incumbent also maintains website content, publishes updates, organizes digital assets, schedules social media posts, monitors performance, and supports marketing goals, community engagement, and consistent organizational messaging across all media and platforms.

The role requires strong coordination, technical, and communication skills, including the ability to work with content management systems, social media platforms, digital marketing tools, analytics, accessibility standards, and internal team members to complete digital activities efficiently and in alignment with organizational goals.

Key Responsibilities

1. Social Media and Digital Platform Coordination

- Coordinate and manage Tewatohnhi'saktha's social media presence across platforms (e.g., Facebook, Instagram, LinkedIn, Digital TV and external signage etc.).
- Develop and schedule social media content using approved scheduling tools, communication plans and editorial calendars.
- Write, edit, and publish engaging content aligned with organizational branding, priorities and messaging.
- Monitor social media channels for comments, messages, and engagement, escalating inquiries as appropriate.
- Share approved partner and business social media material as is relevant.
- Maintain a consistent voice and visual identity across all digital platforms.
- Track social media analytics and prepare reports on engagement, reach, and campaign performance.
- Stay informed of social media trends and recommend opportunities to enhance digital engagement.

2. Website Administration and Content Coordination

- Perform website administration, including updating web pages, posting news and announcements, and maintaining content. This includes updating text, images, videos, documents, event listings, pages, blog posts, news items, announcements, navigation, content calendars, visual assets, and digital asset libraries.
- Ensure website content is accurate, current, accessible, and aligned with organizational standards and branding.
- Coordinate with internal departments to publish timely digital content.
- Conduct routine quality assurance checks to identify and correct broken links, outdated information, and formatting issues.

3. Digital Client Engagement Coordination

- Lead digital engagement initiatives with the marketing team to promote local businesses, strengthen client and community connections, and increase audience interaction.
- Responsible for supporting the website and social media campaigns through the collaboration with Marketing and Tourism team members, as well as program leads.
- Prepare online content for publication, applying accessibility and basic SEO practices.
- Monitor results to inform future digital engagement activities.
- Provide back-up support to the Marketing and Tourism Team during peak periods, absences, or high-demand workloads. This includes assisting with shared initiatives, participating in cross-support as needed, and helping the team meet deadlines and service commitments.

The duties and responsibilities outlined in this job description are not intended to be exhaustive. Additional tasks, projects, and responsibilities may be assigned by the immediate supervisor as required to meet departmental and organizational needs.

General Responsibilities

- Prepare, edit, format, and publish clear digital communications for website, social media, digital screens, external digital signage and other public-facing channels.
- Support public relations, stakeholder engagement, and community awareness activities.
- Coordinate internal communication needs related to website updates, social media content, campaigns, and digital assets.
- Monitor, analyze, and report on website traffic, content performance, social media metrics, and engagement results.
- Recommend improvements to website usability, accessibility, digital engagement, and audience growth; as well as digital assets.
- Keep updated on social media and website trends; share updates with the team.
- Collaborate with Tourism and the Tourism Development Manager as needed.

General Accountability

- Content and messaging
- Media and technology
- Stakeholder engagement
- Promotion and public relations
- Monitoring and reporting

Decision-Making

- Decide on effective social media schedules and website update timelines using approved content management and scheduling tools.
- Determines appropriate layout, formatting, and presentation of approved website content, social media posts, and digital materials.
- Identifies routine website content issues, broken links, formatting concerns, and digital performance trends for correction, escalation, or reporting.

Knowledge and Skills

- Excellent written, communication, editing, and proofreading, and online publishing skills.
- Strong understanding of social media platforms and best practices.
- Familiarity with website administration, content management systems, accessibility, and basic SEO capability.
- Experience with graphic design tools is an asset.
- Experience with analytics tools, digital performance reporting, and recommendations for usability and engagement improvements.
- Strong organizational and time management skills with the ability to manage multiple priorities.
- Analytical skills with the ability to interpret website and social media metrics.
- Strong interpersonal skills and the ability to work collaboratively across departments.
- Cultural awareness and willingness to learn Kanien'kéha and French.

Key Contacts and Committees

- Marketing and Tourism Team.
- Various employees as required.
- Private and public agencies and businesses.
- The general public and clients.

Core Competencies

Accountable	Intermediate
Innovative	Intermediate
Impactful	Intermediate
Client Focused	Intermediate
Teamwork & Collaboration	Intermediate
Employee Focused	Intermediate

Position Criteria

Work Environment	• Normal office environment. • Occasional light physical work is required, including assisting with the setup, relocation, and packing of audiovisual and event equipment (e.g., video equipment, speakers, screens, and related materials) and helping coworkers as needed. • Some local travel. • Moderate to high stress in meeting deadlines
Work Hours	• Five-day work week; 8:30 a.m. to 4:00 p.m. Some flexibility is required to accommodate needs.
Supervision	• None
Budget/Accounting	• None
Probation	• 6 months
Qualification	• Post-secondary diploma or certificate in communications, marketing, digital media, web design, information technology, graphic design, or a related field, with five (5) years of experience managing websites, digital content, and social media platforms. • Experience with content management systems, social media scheduling tools, analytics, accessibility, basic SEO, and digital asset management is preferred. <u>Candidates may also be considered with a relevant combination of education, experience, and skills.</u>

Acknowledgement

Employee

Date

Immediate Supervisor

Date

Second Immediate Supervisor

Date

Executive Director

Date

Director of HR

Date