

Website and Digital Communications Coordinator

[Carbon Conversations TO](#) (CCTO) is a volunteer-run group that aims to motivate individuals in Toronto communities to express their concerns about climate change while gaining tools and resources to help them reduce their carbon footprint. Our program is designed using reputable [Carbon Conversations](#) materials developed by psychotherapist Rosemary Randal and engineer Andy Brown in the UK. We applied the model successfully in Toronto in 2018 and are hoping to grow our reach and impact this year.

General background/context on role:

Carbon Conversations TO's website is a key platform for helping us grow our online presence and participation in CCTO programming. Maintaining and updating the website is important in ensuring we are sharing relevant and timely information and have the best user experience possible. Leveraging the analytics from the website, in addition to our various social media platforms are key to guiding our strategic plans.

What you would be doing:

Key Responsibilities

- Work with the communications team to create and curate CCTO website content and regularly update the site as needed
- Think about opportunities to enhance CCTO website to ensure the best user journey and experience possible
- Lead any future website enhancement strategies, with the support of the communications lead
- Be familiar with and ensure communications follow CCTO's communications principles and guidelines
- Perform analytics on CCTO's website and maintain our digital contact lists
- Perform analytics on other digital communications platforms as needed (Instagram, Facebook, LinkedIn, Mail Chimp, etc.)
- Maintain our contact lists associated with our digital communications channels such as Mail Chimp and the website forms.
- Learn about or expand knowledge working with Google Analytics, SEO, Google Data Studio (Looker), and Wix

Key Skills and/or Experience (*that help with the role*): Applicants do not need to possess all of the below requirements, but should possess some of the following:



- Website management experience
- Strong written communications skills
- A passion for self-teaching and testing and learning
- Self-starter, able to take initiative and implement new ideas
- Passionate about environmental issues and keen to learn more about Carbon Conversations TO

Would be considered an asset:

- Interest/experience in: psychology, behavioural change, counselling or related areas
- Familiarity with platforms such as Facebook, Mail Chimp, and Google Docs
- Experience with Google Analytics, SEO, Google Data Studio (Looker), and/or website management (Wix)
- Experience developing and preparing a communications and/or outreach strategy
- Experience in a volunteer-based setting
- Understanding of copywriting, graphic design and layout an asset
- Living or working in the City of Toronto/Greater Toronto Area

Timing and Commitment:

- We are looking for at least a 1-year commitment to the role
- Approximately 10-12 hours per month

Perks:

- Develop strategic thinking skills as you work with the CCTO Communications Lead in providing input on the annual communications plan
- Join a community of passionate environmentalists who are all working together to normalize climate change
- Feel how you can make a difference and support others in their journey of climate action

Next steps: Please share with us a short cover letter, explaining why you are interested in this role and your resume by March 22 to info@carbonconversationsto.com Please write 'Website & Digital Communications Coordinator' in the subject line along with your name.