



College of
Massage
Therapists of
Ontario

CAREER OPPORTUNITY

COORDINATOR, DIGITAL MEDIA

WHO WE ARE

The **College of Massage Therapists of Ontario (CMTO)** regulates Registered Massage Therapists (RMTs) and exists to protect the public interest. By ensuring that RMTs maintain professional Standards of Practice and are held accountable for their conduct, CMTO protects the public's right to receive high quality, safe and ethical Massage Therapy treatment. The College operates in a non-unionized environment and is conveniently located near transit in midtown Toronto.

ABOUT THE ROLE

In this new position under the supervision of the Manager, Policy and Communications, the Coordinator, Digital Media is responsible for the scheduling, administration and delivery of the College's digital content through e-communications, website and social media channels. In collaboration with the Policy and Communications team, ensures digital content is aligned with College values and emerging regulatory landscape while keeping stakeholders informed and engaged.

KEY DUTIES AND RESPONSIBILITIES

- Maintain/manage organizational communications calendar (external communications).
- Work with departmental staff to update website content to ensure accuracy and relevance.
- Monitor and develop content for CMTO's social media channels.
- Review and execute e-communications (e-blasts) to registrants and other stakeholders.
- Work with third-parties to create and edit content for videos, photography and presentations.
- Update the website and post new materials
- Monitor, evaluate and report on website usage (e.g. Web trends).
- Draft digital content for new website pages as requested.
- Maintain an up-to-date stakeholder contact list
- Monitor digital communications metrics (e.g. click-through-rates)
- Organize digital communications projects, as required.
- Assist Manager in developing agendas, meeting materials, record meeting minutes, and coordinate logistics for committee meetings, as needed.
- Provide relief for Reception as scheduled and ad hoc support, as required.

College of Massage Therapists of Ontario

1867 Yonge Street, Suite 810
Toronto, ON M4S 1Y5

Phone: 416.489.2626

Toll-free (in Ontario):
1-800-465-1933

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SKILLS

- Expert knowledge of social media platforms
- Strong writing and editing skills
- Working knowledge of video and photo editing software and production
- Knowledgeable and proficient in the use of web-based tools and digital media applications
- Organizational, time management skills, and proven ability to multi-task and deliver on competing priorities
- Self-starter, ability to work with minimal supervision
- Critical thinking, judgement and problem-solving
- Excellent collaboration skills, particularly in soliciting and incorporating feedback from multiple stakeholders
- Flexible, resilient and resourceful in dealing with organizational change and shifting priorities

QUALIFICATIONS

- Bachelor's degree in Communications, Marketing, New Media or Journalism
- Minimum of 2 years' experience working in a Communications or related role with a focus on digital media
- Background in not-for-profit, healthcare, regulatory, or public sector industry strongly preferred
- Proficient in the use of technology in daily work (Microsoft Office suite), including document formatting, spreadsheets and formulas, PowerPoint
- Basic knowledge of the *Regulated Health Professions Act, 1991 (RHPA)*, the *Massage Therapy Act* and other relevant legislations and regulations and all College policies, standards and guidelines
- Experience working with Councils/Boards and Committees an asset
- Fluency in French considered an asset

If this role sounds like your idea of meaningful work and you're ready to join a collaborative, respectful team, we can't wait to hear from you!

INTERESTED?

To be considered for this role, please forward your resume and cover letter to resumes@cmto.com on or by May 24, 2019. **Please state the job posting title and your name in the subject line of the email.**

We thank all applicants for their interest in CMTO. Please note, only applicants selected for an interview will be contacted.

The College of Massage Therapists of Ontario promotes diversity in the workplace and is committed to ensuring that its recruitment and other employment activities are fair and equitable. Accommodations are available at all stages of the employment cycle upon request.

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