



# Communications Officer

## Role Summary

The Anglican Diocese of Ottawa (ADO) is seeking a strategic and hands-on Communications Officer to lead and execute our digital communications and public engagement activities.

Based at Ascension House, this role contributes to the Diocese's digital presence and public profile through the coordination and delivery of communications across key platforms, including websites, social media, and email, ensuring consistency in brand and messaging.

The Communications Officer manages ADO's digital platforms and oversees the planning and execution of digital communications to strengthen awareness, engagement, and community impact across the Diocese. The role also advances initiatives related to public outreach, community engagement, and fundraising activities.

Reporting to the Director, Communications and Development, this is a high-impact role for someone who combines strategic thinking with strong execution.

## Duties and Responsibilities

### Digital Communications Strategy and Execution

- Develop and execute digital communications strategies aligned with organizational priorities
- Plan and manage content across social platforms (Facebook, Instagram, LinkedIn, X, YouTube)
- Track performance (Google Analytics, platform insights) and optimize based on results
- Oversees the creation and publication of engaging digital content that reflects organizational priorities and messaging.

### Website Administration and Content Ownership

- Manage and maintain websites (content updates, backend administration, troubleshooting)
- Ensure content is accurate, accessible, and optimized for SEO and user experience
- Lead ongoing improvements and enhancements, ensuring alignment with branding standards and organizational needs.

### Branding and Public Relations

- Contribute to public relations and brand initiatives across digital channels



- Develop and deliver materials, including social media content, newsletters and email marketing to highlight programs, ministries, and community impact, as well as to engage effectively in internal and external communications
- Draft press releases and assist with media responses, as required
- Coordinate public relations and fundraising activities, including event logistics
- Ensure consistency in tone, style, and brand identity and compliance with applicable privacy and communication standards.

### **Events and Engagement Tools**

- Manages digital tools used for event promotion and registration, including platforms such as Eventbrite and Jotform.
- Coordinates surveys and data collection tools to gather feedback and evaluate engagement outcomes.
- Analyze engagement and provide recommendations for improvement.

### **Execution and coordination**

- Implements established communications priorities and plans
- Provides informed input to strengthen messaging and delivery, based on knowledge of channels and audiences
- Coordinates communications activities across teams and ministries to ensure alignment and timely execution
- Provides guidance to staff and volunteers contributing to communications activities, within established direction
- Ensures consistency and accountability in execution across all channels
- Identifies opportunities to improve processes and delivery, and implements solutions within defined priorities.

### **Other Duties**

- Performs other duties as assigned.

## **Key Skills**

- Strong knowledge of digital communications practices, including social media management, email marketing, analytics, and search optimization
- Experience in website administration, including backend management and content updates
- Solid understanding of branding and public relations, with the ability to maintain consistent and professional messaging
- Excellent written and verbal communication skills, with the ability to develop clear, audience-focused materials
- Ability to manage multiple projects simultaneously while maintaining accuracy and attention to detail
- Creative approach to developing engaging content and effective communications solutions
- Strong organizational skills and a high level of accountability



## Qualifications and Experience Requirements

- Degree in Communications, Marketing, Public Relations, Digital Media, or a related field
- 5+ years of progressive experience in communications, digital marketing, or public relations.
- Demonstrated experience managing organizational websites, including backend administration and content management.
- Proficiency in Microsoft Office, including PowerPoint.
- Proficiency in Adobe Creative Suite and Canva.
- Experience using website management platforms such as WordPress.
- Experience with digital tools including Google Analytics, Jotform, Eventbrite, and survey platforms.
- Experience with email marketing software such as CyberImpact.
- French language skills are considered an asset.
- Active driver's license, access to a vehicle.

## Personal Attributes

- Demonstrates strong attention to detail and accuracy in all communications work
- Creative thinker with the ability to translate ideas into clear and effective communications
- Strong sense of ownership and accountability for result
- Ability to manage competing priorities and meet deadlines
- Exercises sound judgment and maintains professionalism when handling sensitive and confidential information

## Work Environment

- Full-time position, 35 hours per week
- Based at Ascension House, with remote work on Fridays
- Three weeks of vacation
- Pension and Extended Health Benefits
- Salary range: \$62,000 to \$72,000, commensurate with experience

## Application Process

- Applications must be received by Monday, May 18, 2026.
- Please submit your letter of intent and résumé to the attention of Paul Lex, Director, Human Resources, Anglican Diocese of Ottawa, at: [hr@ottawa.anglican.ca](mailto:hr@ottawa.anglican.ca)