



## **Website and Communications Coordinator – Voluntary Position**

### **Good Neighbors Canada**

Good Neighbors Canada is an international humanitarian development non-governmental organization (NGO) that was founded in South Korea in 1991. After just five years of dedicated work, we achieved consultative status with the United Nations Economic and Social Council (UNECOSOC). Good Neighbors Canada officially launched in March 2017 in London, Ontario. Under the umbrella of Good Neighbors' international governance, our organization primarily focuses on fundraising, refugee and newcomer settlement programs, and global development campaigns designed to support field projects.

In line with our commitment to making a positive impact, Good Neighbors Canada runs Goods4Causes, a social enterprise program with a mission to empower international and local vendors, providing them with opportunities for socioeconomic growth and development. Goods4Causes provides both online and offline platforms through which artisans can showcase and sell their handmade goods.

### **Role**

Good Neighbors Canada is seeking a dedicated and creative Website and Communications Coordinator to join our dynamic team. This role is pivotal in maintaining Goods4Causes' website and online presence, enhancing our communication strategies to raise awareness, draw online sales, engage supporters, and drive donations to achieve our social mission.

#### **A. TASKS**

##### **1. Website Management**

- Create and update webpages, including project updates, success stories, featured seasonal product ranges, and sharing event announcements.
- Maintain and update the Goods4Causes website with timely and engaging content, following the program's prescribed branding guidelines.
- Ensure the website's functionality, design, and user experience are seamless.
- Analyze website user demographics, usage information, and optimize SEO to adapt key words and features to optimally engage website visitors.

##### **2. Social Media Management**

- Develop and execute social media strategies to expand the online presence of Goods4Causes and drive online sales.
- Create and curate engaging photo and video content for Goods4Causes' Facebook and Instagram platforms.



- Foster online community engagement through monitoring social media channels, analyzing post engagement to make iterative tweaks to strategy, responding to customer inquiries, and developing relationships with influencers for promotional purposes.

### 3. Email Marketing

- Develop and manage email marketing campaigns to reach Goods4Causes customers, supporters, and partners, including newsletter updates and invitations to events.
- Craft persuasive email content, track performance, and optimize strategies using Wix for greater engagement.

### 4. Brand Management

- Ensure consistent branding and messaging across all communication channels.

## B. QUALIFICATIONS

- Passion for the nonprofit sector and a commitment to the mission of Good Neighbors Canada.
- Bachelor's degree in Communications, Marketing, Information Technology, Web Design or a related field.
- Proven experience in website management, content creation, and social media.
- Excellent written and verbal communication skills.
- Proficiency in content management systems (e.g., Wix), graphic design tools, and social media management platforms.
- Fluency in English language.

## C. BENEFITS

- As a volunteer with Good Neighbors Canada, you'll have the opportunity to contribute to meaningful projects and initiatives that have a positive impact on communities and individuals in need.
- Opportunity to connect with like-minded individuals, other volunteers, and professionals in the nonprofit sector.
- Enhance your skills in website management, communications, and social media marketing, gaining valuable experience that can boost your resume and career prospects.

Please send a resume and portfolio of recent work to Angela at [hello@gncanada.ca](mailto:hello@gncanada.ca) to apply.

Join us in making a difference and help us empower communities worldwide through the Good Neighbors Canada mission.