

## Member Portal Engagement Coordinator

Sustainable Waterloo Region's impact driven program is seeking a highly organized and creative coordinator to help improve online engagement and better connect with member organizations from across Waterloo Region and beyond. You must have experience with user experience, online engagement, and a passion for sustainability.

The Impact Network is Sustainable Waterloo Region's (SWR) flagship program. We foster the development of the local clean economy by supporting organizations to set ambitious and realistic sustainability targets. We encourage an overall approach to sustainability, with focus on carbon, waste and water operations.

The Impact Network is a fully integrated environmental sustainability program that was designed by and for Waterloo Region. The services and framework are designed to support local sustainability issues in a way that fits with the most common international standards.

### **As the Member Portal Engagement Coordinator you would fulfill the following roles to support our online platform to better engage our membership base:**

- Conceptualize creative ideas for virtual member engagement
- Test and improve the member portal design
- Assist in establishing design guidelines, standards and best practices for the member portal
- Design visual imagery and ensure they are in line with SWR's branding
- Communicate design ideas using user flows, process flows, sitemaps and wireframes
- Support communications related to engaging members online
  - Design and implement an effective member forum
  - Manage topics and monitor comments
  - Upload and integrate the member newsletter
- Design an engaging and interactive web-based experience for members
  - Showcase members who are leading on sustainability metrics
  - Build the member onboarding process into the website
  - Create a walkthrough on how to use the member portal
  - Develop calls to action to find useful information and tools on the portal
  - Highlight relevant and engaging content for members

### **As a strong candidate for this role, you have the following skills, attributes, and experience:**

- Demonstrated knowledge of WordPress website development;
- Proficiency in front-end web development languages such as HTML and CSS, JQuery and JavaScript;
- Proven UX/UI design skills;

- Graphic design, marketing, and/or community-based social marketing (CBSM) skills or experience;
- Good understanding of content management systems;
- Sound knowledge of search engine optimization principles;
- Up-to-date experience and knowledge of international web protocols, standards and technologies;
- Creative and open to new ideas;
- Excellent relationship management and engagement skills;
- Ability to prioritize in a fast-paced multi-priority environment, respond quickly to changing expectations, and report back on tasks completed;

**The following skills are considered strong assets:**

- A relevant diploma or degree in software development, website design, or a related field
- Knowledge of sustainability and how it relates to varying business priorities;
- Experience writing informative, educational and promotional content for websites, press releases, and social media;
- Knowledge of or experience working with local businesses/organizations integrating sustainability efforts;
- Strong working knowledge of both Google Suite and Microsoft Office;

**Requirements:** This position is dependent upon funding approval from Canada Summer Jobs program. Applicants must meet the following criteria:

- Participants must be aged 30 and under
- Applicant must be a Canadian citizen, permanent resident or hold refugee status in Canada

**Work Location:** In consideration of COVID-19 restrictions, our organization is currently working from home, with the majority of meetings held virtually.

**Duration:** This is an 8-week position. The start date is flexible, but must start by July 9, 2022.

**To Apply:** Send an email with your current resume and cover letter to Taginder at [recruitment@sustainablewr.ca](mailto:recruitment@sustainablewr.ca). Include the role title and your name in the subject line

*Sustainable Waterloo Region is committed to creating an accessible and diverse culture where everyone belongs. We commit to actively working to empower full participation and ensure fair treatment within our organization, for those we serve, and for generations to come.*

*We believe diversity strengthens our organization, and we strongly encourage applications from qualified candidates of any background and lived experience. If you require accommodation, please let us know.*