

Coordinator, Digital Content and Communications

Existing vacancy. No AI used in screening or selection.

Founded in 2011 by His Majesty King Charles III, The King's Trust Canada (TKTC) is a national charity that helps young people build the skills, networks, and experiences they need to live, learn, and earn. Guided by our values of Teamwork, Respect, Understanding, Support, and Transparency (TRUST), TKTC delivers participant-centered programming and meaningful partnerships that support young people aged 15–24 from primarily underserved communities to access, engage in, and succeed in meaningful economic opportunities.

Reporting to the Manager, Digital Content and Communications, the Coordinator, Digital Content and Communications supports the coordination, development, and delivery of TKTC's digital content and communications across social media, newsletters, the website, campaigns, events, and other communications platforms. The role helps ensure that digital content, communications materials, and related systems are timely, accurate, organized, brand-aligned, and responsive to organizational priorities.

Working collaboratively and cross-functionally, the Coordinator supports content scheduling, digital asset development, website updates, newsletter drafting, campaign coordination, event promotion, and communications documentation across TKTC's teams.

Please Note: This full-time role has a hiring range of **\$48,000–\$52,000** and includes an employee benefits program and three (3) weeks' vacation, plus winter closure.

This is a hybrid role requiring three (3) days per week at our downtown Toronto office.

Occasional work outside standard hours, including attendance at evening or weekend events, may be required. Occasional travel within the GTA/across Canada may be required.

RESPONSIBILITIES

Digital Content & Social Media

- Plan, draft, and schedule monthly content across platforms, including LinkedIn, Instagram, and TikTok, through HeyOrca or similar platforms, aligned with organizational events, milestones, and social media trends.
- Capture and curate multimedia content from events, including photos, videos, quotes, and testimonials for social media and other materials; comfort speaking on camera is considered an asset.
- Utilize trends across relevant platforms to create relevant, timely content for TKTC's youth audiences, as well as partners, donors, and other stakeholders.
- Create digital materials within brand guidelines using Canva or similar platforms, adapting templates for various internal and external campaigns.

- Support social media community management by responding to comments, messages, and inquiries as needed.
- Track engagement metrics and help prepare quarterly reports for internal presentations.

Content Publishing & Website Coordination

- Draft, format, and distribute monthly newsletters using Cyber Impact or similar platforms, repurposing content from various TKTC initiatives.
- Support the development of key messages and promotional assets in coordination with other departments and external stakeholders.
- Proactively manage and update the TKTC website via WordPress, including program calendars, events, news stories, resources, donor pages, and staff pages.
- Assist in posting internal updates and resources to SharePoint and ResourceSpace.

Communications Planning & Campaign Support

- Track incoming Marketing & Communications requests and contribute to planning processes, timelines, approvals, and follow-up.
- Provide departmental support with initiatives including paid social media campaigns, vendor relations, campaign execution, storytelling campaigns, and other related communications priorities.
- Coordinate logistical elements of campaigns, including scheduling, documentation, file versioning, and related follow-up.
- Support the planning and coordination of communications deliverables connected to campaigns, announcements, events, and organizational priorities.

Digital Systems, Asset Management & Administration

- Maintain organized and accessible folders in SharePoint and ResourceSpace, including digital assets, templates, and photo libraries to support consistency across internal systems.
- Help manage the department's project tracker in Notion or similar platforms to monitor and update workflows, assignments, and projects.
- Support the department in maintaining structured documentation, communications content, templates, and efficient workflows.
- Assist with scheduling and documentation for departmental and cross-departmental meetings.
- Use digital tools and collaboration platforms to support content organization, workflow coordination, asset management, and process consistency.

Collaboration, Events & Organizational Support

- Liaise with Programming and other departments, including Partnerships and Fund Development, as required, to coordinate communications needs, timelines, and deliverables.
- Provide communications support at internal and external events, including pre-event planning, day-of content capture, and post-event promotion.
- Support promotion of special announcements, speaking engagements, and partner-facing activities.
- Contribute to mission-driven communications and share relevant resources tied to recognized months or days of significance.
- Collaborate across teams to promote activities, events, and shared organizational goals.

General Duties

- Collaborate cross-functionally to support organizational goals, coordinated initiatives, and shared priorities.
- Support the department in maintaining accurate communications materials, organized documentation, and clear internal processes.
- Support organization-wide events and initiatives, including occasional on-site setup, teardown, coordination, and related logistical support.
- Provide additional communications and administrative support, as required, to meet evolving departmental and organizational priorities.
- Perform other duties or special projects, as assigned, to support departmental or organizational priorities.

QUALIFICATIONS, SKILLS & ATTRIBUTES

Qualifications

- Degree or post-secondary training in communications, digital media, marketing, design, administration, or a related field, or an equivalent combination of education and experience.
- Minimum 2–3 years of experience in communications, digital content, marketing, social media, content development, administrative coordination, or a related role.
- Experience with social media platforms, including LinkedIn, Instagram, and TikTok, Canva and design platforms, and short-form video creation.
- Familiarity with newsletter platforms such as Cyber Impact or Mailchimp, CMS tools such as WordPress, SharePoint, ResourceSpace, Notion, or similar digital asset and project-management platforms.

- Experience working in a marketing agency, nonprofit, charitable, educational, or project-facing environment is considered an asset.
- French language skills are an asset.
- Eligibility to work in Canada.

Skills & Attributes

- Strong visual storytelling, digital content development, and written communication skills.
- Excellent organizational and time management skills, with the ability to prioritize, track, and deliver on multiple assignments.
- Strong attention to detail and accuracy, especially when managing files, timelines, digital assets, and published materials.
- Collaborative and responsive working style, with the ability to engage cross-functional teams, incorporate feedback, and build strong working relationships.
- Excellent written and verbal communication skills to support internal coordination, external engagement, and content clarity.
- Initiative and follow-through, with the ability to work independently and ensure tasks are completed to a high standard.
- Demonstrated flexibility and independence, with the capacity to work proactively, support evolving priorities, and occasionally contribute to events outside standard hours.
- Proficiency with relevant software, systems, collaboration technologies, AI tools, and emerging digital technology.

WHAT WE OFFER

- Salary commensurate with experience.
- Lieu-time eligibility for occasional evening and weekend work in support of organizational initiatives or events.
- Comprehensive employee benefits package, including Health / Drug / Dental coverage, Employee Assistance Program, Life Insurance, and STD/LTD benefits.
- Three weeks' vacation, plus winter closure.
- Paid Time Off (PTO).
- Group RRSP with matching employer contributions.
- Opportunities for professional development and career growth.
- A chance to make a meaningful impact by supporting youth and contributing to TKTC's mission.



Royal Founding President - HM The King
Global Founding Patron - HH the Aga Khan

Président fondateur - SM le Roi
Mécène fondateur mondial - SA l'Aga Khan

HOW TO APPLY

Submit your cover letter and resume in a single PDF to humanresources@kingstrust.ca.

Subject line: "Coordinator, Digital Content and Communications". Applications accepted until **Sunday, September 6, 11:59PM EST.**

TKTC is committed to inclusive and accessible hiring. We welcome applications from diverse communities, and accommodations are available upon request. Only those selected for an interview will be contacted.