



## Livres Canada Books

### Job Description

#### **Communications Assistant (Part-time)**

#### **Position Summary**

Reporting to the Communications Manager (CM), the Communications Assistant (CA) provides coordination and support for ongoing communications and marketing activities. The CA is responsible for coordinating content updates to the Livres Canada Books website and the organization's online and social media presence, including quality control of Livres Canada Books' communications efforts and visual identity.

#### **Areas of Responsibility**

1. *Communications and Marketing*

- Post content for the organization's social media profiles;
- Maintain the organization's social media channels current and up to date, in cooperation with all staff members;
- Track and regularly report on the organization's social media analytics;
- Provide advice and feedback on communications-related projects;
- Provide technical and editorial support for communications projects as needed.

2. *Website*

- Coordinate the implementation of technological improvements to the website;
- Post information online, and keep the website current and up to date;
- Monitor traffic to the website and provide recommendations that lead to upgrading the website's efficiency as a communications and marketing tool;
- Support the Communications Manager in reporting on key website functions and uses through regular tracking and analytics tools.

3. *Research and Publications*

- Support the Communications Manager in the production of all in-house promotional materials for publications;
- Support the DED in the coordination and distribution of research reports on export markets and digital publishing, and trade mission contact lists.

#### **Qualifications, Knowledge, and Competency Requirements**

- Previous work experience and/or post-secondary education in administration or communications;

- Strong computer literacy abilities and familiarity with social media and website content management systems and graphic design platforms;
- Strong administration abilities and attention to detail;
- Strong organizational and communication skills;
- Flexible team player;
- Fluency in English and French, oral and written, preferred.