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## JOB DESCRIPTION

(2026)

**POSITION:** Communications Coordinator

**ACCOUNTABLE TO:** National Director

**STATUS:** 18 hours weekly

**COMPENSATION:** \$27.50 - \$30.70 per hour

### Primary Responsibilities

The Communications Coordinator strengthens the ministry and sustainability of Diaconal Ministries Canada (DMC) by communicating through story telling in the various forms of print media, social media, and video. This role ensures that the stories of God's work through DMC are clearly and consistently shared, and that donors, churches, and partners are meaningfully connected to that impact through thoughtful relationship building and strategic communication.

### Work Approach

This role functions as a connector and coordinator, integrating communication efforts across the organization. Success in this role depends on four key areas:

- Prioritizing high-impact work
- Collaborating closely with staff and leadership
- Maintaining a sustainable pace within an 18-hour work week
- Focusing on relationships as the foundation of both communications and fundraising

Given the breadth of this role, priorities will be regularly reviewed with the National Director. The Communications Coordinator will focus on the most strategic and impactful activities, recognizing that not all opportunities can be pursued at once.

### Position Description

#### Communications Strategy and Coordination

- Develop and implement an annual communications plan aligned with DMC's strategic priorities
- Maintain a monthly communications calendar to coordinate messaging across programs and initiatives
- Identify key campaigns and seasons (e.g., NewGround, annual report, giving periods) utilizing Keela (CRM) as appropriate
- Ensure communications efforts support both ministry engagement and fundraising goals

## Storytelling and Content Creation

- Serve as lead story-gatherer and writer for DMC
- Produce 2–4 stories per month highlighting ministry impact, community relationships, and leadership development
- Adapt stories for multiple uses: newsletter, social media, website, and donor communications
- Develop and maintain a network of contributors (staff, ministry partners, deacons, NewGround partners, event participants)

## Digital Communications (Social Media, Video, Newsletter, Website)

### Social Media

- Plan and manage a consistent posting schedule (3–5 posts/week)
- Share stories, events, resources, and ministry updates as a means of inviting deacons, donors and churches into the relational, and ABCD posture of DMC
- Monitor basic analytics to guide improvements

### Video updates

- Capture, produce and edit video content to be shared on Social media platforms and YouTube. Outside sourcing can be contracted if skills fall outside ability or time.
- Increase viewer engagement and subscriptions to videos

### Quarterly Newsletter

- Produce and distribute a quarterly e-newsletter to share new resources, ministry opportunities, upcoming events, and relevant stories from across Canada
- Shape content to include stories, resources, and opportunities for engagement and giving
- Track and evaluate basic engagement metrics

### Website

- Oversee and maintain the DMC website (WordPress), including Coaches Corner
- Update content regularly and create pages for key initiatives and donor relations
- Coordinate with external developers as needed

## Campaign & Project Coordination

- Coordinate communications and fundraising elements for key initiatives such as: NewGround's Annual Campaign for churches, Build-Up monthly donor campaign, annual report and AGM, workshops and webinars. This includes writing, editing, and coordinating timelines and external support (i.e., design, video) in collaboration with DMC staff



## Branding & Organizational Support

- Ensure consistency in DMC's branding, voice, and messaging across all platforms
- Provide communications support to staff, including editing, templates, and basic promotional materials
- Collaborate with the Administrative Coordinator on donor acknowledgment processes

## Qualifications and Skills

- A commitment to Jesus Christ and a desire to participate in God's work of renewal through DMC
- Strong writing, editing, and storytelling skills
- Experience in communications, fundraising, or nonprofit development
- Ability to develop and implement strategic plans
- Experience with digital tools (email platforms, social media, basic analytics)
- Familiarity with website management (WordPress or similar)
- Strong organizational and time management skills
- Ability to work collaboratively and independently

## Assets

- Experience in ministry or faith-based nonprofit settings, including the ministry of deacons
- Grant writing experience
- Basic design or video skills
- Familiarity with donor relations or fundraising strategy

## Work Location

Hybrid position - preferably one day per week in the Burlington CRCNA office and remote otherwise. Consideration for a fully remote position will be given to a strong candidate.

Please send a cover letter and resume to [dmc@crcna.org](mailto:dmc@crcna.org). Only successful candidates will be contacted.

