



DIGITAL COMMUNICATIONS COORDINATOR – 1 YEAR CONTRACT

Job ID: AD-25-141

NT Power delivers electricity to almost 50,000 customers within the Town of Newmarket, Town of Midland and Tay Township. Headquartered in Newmarket, Ontario, NT Power has an additional office in Midland, Ontario, approximately one hour north along the shores of Georgian Bay.

We require a pragmatic, creative, innovative, and highly motivated Digital **Communications Coordinator** to work out of our head office in Newmarket in a **1-year contract**. This role operates in a flexible hybrid setting, combining remote and in-person work arrangements.

POSITION SUMMARY

The **Digital Communications Coordinator (1-Year Contract)** plays a key role in strengthening NT Power's online presence through strategic digital marketing, paid advertising, and content development. This position is responsible for executing targeted digital campaigns and managing communications across web and social media platforms to support NT Power's strategic objectives, customer engagement goals, and brand reputation.

The successful candidate will oversee paid media and online outreach initiatives, ensure consistent brand voice across digital channels, and use analytics to optimize performance. Working closely with the Communications and Customer Experience teams, this role will help drive awareness of NT Power's programs, initiatives, and community impact, while also supporting other communication projects as needed.

DUTIES AND RESPONSIBILITIES

- **Plan, develop, and execute digital marketing campaigns** across paid and organic channels (e.g., Google Ads, Meta, LinkedIn, display advertising, YouTube, etc.).
- **Develop creative digital content** including graphics, copy, and video assets aligned with NT Power's brand identity and customer engagement goals.
- **Manage and monitor NT Power's social media channels** — scheduling content, responding to inquiries, and ensuring timely, accurate communication regarding service updates, energy programs, and community initiatives.
- **Track and analyze campaign performance** using analytics tools (Google Analytics, Meta Business Suite, etc.) to measure reach, engagement, and ROI; prepare regular performance reports and recommendations.
- **Maintain and update website content**, ensuring accessibility, accuracy, and optimization for search (SEO) and user experience (UX).
- **Collaborate with internal teams** to promote key initiatives, events, and service updates through digital channels.
- **Recommend and implement innovative digital strategies** to strengthen NT Power's online brand presence and customer engagement.
- Contribute to the development of editorial calendars, digital ad schedules, and content plans aligned with organizational priorities.

- Support and assist with other projects of the communications team, such as participating in events, event volunteer coordination, and internal and external communications as required.
- Other duties as assigned

QUALIFICATIONS

- Postsecondary university or college education with a degree/diploma in Marketing, Communications, Public Relations, Digital Media, or a related field
- Minimum 1-3 years of experience in a related field
- Possess a strong understanding of effective marketing, communications and public relations techniques
- Proven experience managing social media platforms, paid campaigns (Google Ads, Meta Ads Manager, etc.) and monitoring performance metrics.
- Strong understanding of SEO, analytics tools, and audience segmentation.
- Excellent writing and editing skills, with the ability to adapt tone and messaging for different digital audiences.
- Proficiency in graphic design and digital content tools (e.g., Canva, Adobe Creative Suite).
- Experience with website content management
- Strong organizational skills, creativity, and attention to detail.
- Ability to work independently and collaboratively in a fast-paced environment.
- Utilizes time management skills to manage multiple priorities and projects
- Ability to share information in a clear and concise manner
- Strong interpersonal skills to effectively engage with customers Ability to work collaboratively and respectfully with staff, co-workers, peers and managers

APPLICATION INFORMATION

If you are interested in this position and meet the qualifications, please submit your resume by visiting our Careers page at <https://ntpower.ca/careers>. Please include the position title and the job ID number in the subject line of your e-mail. We appreciate the interest of all candidates; however, only those selected for an interview will be contacted.

APPLICATION DEADLINE FOR THIS POSITION IS NOVEMBER 25, 2025, BY 4 P.M.

Candidates are required to disclose NT Power employees who are immediate family members prior to the interview.

Successful candidates will be required to obtain a criminal verification screening as a condition of employment.

NT Power is committed to fairness and equity in employment and our recruitment and selection practices. We encourage applications from Indigenous peoples, people with disabilities, members of sexual minority groups, members of racialized groups, women and any others who may contribute to the further diversification of our LDC community. Accommodation will be provided in all parts of the hiring process. Applicants need to make their requirements known in advance when applying through <https://ntpower.ca/careers>.