



Communications Generalist

POSITION SUMMARY:

We are searching for an energetic Communications Generalist to join our team. You will play a crucial role in developing and executing our community relations strategy. Using your skills and fresh ideas, you will help us raise our profile, increase our engagement across our programs and services and help us lead a thriving network of non-profit organizations.

As a content creator and storyteller, you will manage our brand, support our staff and celebrate volunteers. You'll have the opportunity to work on a wide range of projects including creating newsletters, designing and publishing marketing materials, managing our website, executing campaigns, managing social media, supporting events, and engaging media.

This role is perfect for a self-starter who thrives in a fast-paced environment and is eager to make a meaningful impact.

RESPONSIBILITIES

- Develop and execute effective communication and marketing strategies.
- Work with the team to develop and implement communications strategies that promote the organization's programs, services and events.
- Test new and innovative ways to enhance and expand the organization's profile across platforms.
- Design, produce and publish marketing materials virtually and in print form.
- Design, produce and publish bi-weekly newsletters.
- Monitor and refresh website content and design.
- Design and produce social media content for another staff to publish.
- Organize and execute a variety of campaigns including March Community Association Awareness Month and Neighbour Day.
- Plan and execute a variety of events.
- Capture and share interesting, relevant and engaging stories using photos, video and appropriate platforms to inspire ideas and new initiatives.

- Ensure brand consistency by assisting staff with the development of content and copy editing.
- Liaise with external audiences.
- Liaise with media, plan press conferences and handle requests for interviews, statements, etc.
- Managing and supporting the development of all print and electronic materials.
- Record statistics and compile analytical reports.
- Various administrative and other duties as required.

SKILLS AND ATTRIBUTES

- Demonstrated communication and storytelling skills, both written and oral, including the ability to copy write and copy edit
- Proficiency in Canva/Indesign and Microsoft Office Suite
- Demonstrated ability to set priorities and manage various projects at one time
- Experience with website management systems such as Wordpress is a plus
- Experience with newsletter mailing platforms such as Mail Chimp is a plus

QUALIFICATIONS:

- Degree in public relations, communications, or relevant field
- 2+ years of experience working in communications, implementing communications strategies (non-profit experience is a plus)

HOURS OF WORK:

8:30am to 5:00 p.m. Monday to Thursday – 9:00 a.m. to noon Fridays. 35 hours per week. Some evening and weekend work.

SALARY:

Salary range: \$50,000–\$58,000 depending on qualifications and experience. The Federation offers a competitive compensation and benefits package.

HOW TO APPLY:

Send a resume and cover letter to:

Leslie Evans, Executive Director
Federation of Calgary Communities
110 720 28th Avenue NE
Calgary, AB T2E 6R3

Leslie.evans@calgarycommunities.com

DEADLINE: Open until a suitable candidate is found.

The Federation is committed to a culture of inclusiveness, equity, and diversity. We encourage all applications from all individuals regardless of gender, race, heritage, and physical or mental abilities. ONLY applicants who are shortlisted will be contacted.