



COMMUNICATIONS ASSOCIATE

Employment Type: Full time - Permanent (37.5 hours per week)

Location: Calgary, Alberta (applicant must reside in Calgary and area)

Starting Salary Range: \$71,000 - \$77,000 per year. The final compensation for this position will be determined based on individual factors, including education, qualifications, experience, and internal equity.

WHO WE ARE:

Since 1955, Calgary Foundation (“Foundation”) has been nurturing a healthy, vibrant, giving and caring community. As a community foundation made up of 49 staff members and 100+ committee volunteers, we facilitate collaborative philanthropy by making powerful connections between donors and community organizations for the long-term benefit of Calgary and area.

The Foundation is committed to equity for all people who face barriers due to any of the factors protected by human rights legislation. The Foundation is committed to Reconciliation in accordance with the recommendations of the 2015 National Truth and Reconciliation Report. Through learning, awareness raising, and skill building, we are committed to maintaining a culture where everyone can flourish. Our equity journey is intentional. Meaningful participation from all team members collaboratively and individually is expected.

THE OPPORTUNITY:

The Communications Associate plays a pivotal role in enhancing the Calgary Foundation’s online presence and engagement. This position is responsible for creating, managing, and optimizing content across various digital platforms, including newsletters, website articles, social media, and multimedia. By developing and executing strategic content plans, the associate ensures consistent and compelling communication that aligns with the organization's goals and brand identity. Additionally, the role involves collaborating with internal teams to produce high-quality visual and written content, monitoring industry trends, and analyzing performance metrics to refine strategies and drive audience engagement. Ultimately, the Communications Associate contributes to the Foundation's growth by effectively reaching and resonating with its target audience through innovative and impactful storytelling.

WHAT YOU WILL BE DOING:

This role encompasses the creation and management of diverse content types, including e-newsletters, website articles, social media posts, photo/video creation and digital advertising. The associate is responsible for developing and executing strategic content plans, maintaining an organization-wide content calendar, and ensuring brand consistency across all digital platforms.

Additionally, the role involves contributing to digital marketing campaigns and social media content, leading targeted email campaigns/newsletters, and analyzing performance metrics to optimize strategies. By collaborating with internal teams and staying abreast of industry trends, the Communications Associate plays a crucial role in driving audience engagement and supporting the organization's overall communication goals.

Desired Outcomes:

- **Effective Storytelling Strategy:** Develop and implement a strategic organizational content plan that drives audience engagement and supports organizational goals
- **Collaborative Content Creation:** Foster collaboration with internal teams to produce cohesive and impactful content.
- **Enhanced Social Media Presence:** Achieve a significant increase in the Foundation's visibility and engagement across social platforms.
- **Consistent Brand Messaging:** Ensure all content consistently reflects the Foundation's voice and brand identity.
- **Improved Performance Metrics:** Monitor and analyze digital performance metrics to continuously refine strategies and improve outcomes.
- **Proactive Trend Monitoring:** Stay ahead of industry trends and competitor activities to identify new opportunities for growth and engagement.

Primary Outputs:**Content Creation & Storytelling:**

- **Articles and Posts:** Help ideate, draft and write new content with an eye toward repurposing content across newsletters, website, social, and internal documents.
- **Visual Content:** High-quality images and videos integrated into various platforms.
- **Content Updates:** Timely updates to stories and videos.
- **Content Calendar:** A comprehensive content calendar that aligns with organizational priorities and ensures coordinated content delivery across multiple platforms (e.g. traditional and digital mediums).
- **Collaborative Content:** Content developed in collaboration with various departments to ensure consistency and alignment with organizational goals.

Social Media:

- **Content Posts:** Regularly scheduled and engaging posts across various social media platforms (e.g., Facebook, Instagram, LinkedIn, YouTube).
- **Multimedia Content:** High-quality images, graphics, and videos tailored for social media.
- **Engagement Reports:** Detailed reports on social media performance metrics, with insights.
- **Content Calendar:** A well-maintained social media content calendar ensuring consistent and timely posts.

Email Communication:

- **Newsletters:** Professionally designed and engaging newsletters sent to subscribers.

- **Email Campaigns:** Targeted email campaigns designed to engage and inform the audience.
- **Performance Analytics:** Reports on email campaign performance, including open rates, click-through rates, and conversion metrics.

Marketing Campaigns:

- **Campaign Plans:** Detailed plans for social media marketing campaigns, including objectives, strategies, and timelines.
- **Promotional Materials:** Creation of promotional content for campaigns, including graphics, videos, and written materials.
- **Campaign Reports:** Analysis and reports on the performance of marketing campaigns.

Analytics and Reporting:

- **Performance Metrics:** Regular tracking and analysis of digital performance metrics using tools like Google Analytics and other platforms.
- **Insight Reports:** Detailed reports with insights and recommendations for improving digital strategies.

General Communications:

- Implement visual and written storytelling skills to share the work of the Foundation across various mediums (e.g. video skills, photography, etc).
- Suggest and research new ways to attract or engage community stakeholders, including promotions, partnerships, contests, or other methods.
- Provide support updating the Foundation's various websites, Community Knowledge Centre, among others.

Measures of Performance Success:

- Increase awareness and profile of Calgary Foundation.
- Expand outreach and relationship-building with new and diverse audiences.
- Delivery of effective communication across various mediums, to meet Calgary Foundation needs.
- Creative contributions and outputs.

COMMITMENT TO CALGARY FOUNDATION VALUES:

The Communications Associate is committed to upholding and promoting the values of the Calgary Foundation: Accountability, Compassion, Excellence, Inclusiveness, and Integrity.

WHAT YOU BRING - EDUCATION, SKILLS, AND EXPERIENCE:

- Post-secondary degree or diploma in a relevant field, such as Marketing,

Communications, Public Relations, Journalism or similar.

- Proven successful work experience (5-7 years) and education in the areas of public relations, communications, journalism, marketing, digital marketing or the like.
- Strong creative writing skills, with an eye for grammar, that can be tailored to multiple platforms (e.g. print, online).
- Sound knowledge of “what audiences want” – an understanding of community needs and the ways in which audiences consume content.
- Confidence working across various social media platforms and scheduling software (e.g. SproutSocial).
- Experience with mass marketing & email software (e.g. MailChimp).
- Experience with analytics and reporting tools (e.g. Google Analytics).
- Proficiency in Adobe Creative Suite or Canva.
- Excellent organizational skills - ability to manage multiple timelines, tasks, and projects of varying complexity and approaching deadlines concurrently.
- Experience working in a high-performing environment.
- Ability to work with diverse populations and stakeholders.
- “Owns” the work in the project area. Makes smart decisions that reflect clear reasoning and awareness of impact. Works with the appropriate level of supervision. Knows when to ask questions or when to ask for help.
- Exemplary attention to detail and accuracy.
- Desire to cultivate a learning and growth mindset, to contribute to organizational process improvements and identifying new opportunities.

HOW TO APPLY:

Interested candidates are encouraged to submit, via email, a cover letter and resume in PDF format, by noon on June 6, 2025, to Tracy Maracle, Vice President, Governance & Human Resources, to email: careers@calgaryfoundation.org.

In addition to salary, a comprehensive benefits package, participation in a matching RRSP program, and a hybrid work environment are also offered.

We thank all applicants for their interest, but only those selected for an interview will be contacted. For information regarding the Calgary Foundation please visit <https://calgaryfoundation.org>.

ADDITIONAL INFORMATION:

- All applicants must be legally entitled to work in Canada at the time of the application.
- If you need accommodation during any stage of the recruitment process, please email tmaracle@calgaryfoundation.org. Information relating to the need for accommodation and accommodation measures will be addressed confidentially.