



## COMMUNICATIONS COORDINATOR

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

**Location:** Calgary, Alberta (applicant must reside in Calgary)

**Starting Salary Range:** \$54,364-\$60,000 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. This community foundation of 46 staff members and 90+ committee volunteers facilitates 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.

### OUR VALUES ARE:

**Accountability** – We are answerable to the community and our stakeholders for our practices and results.

**Compassion** – We care about people and consider individual and community wellbeing.

**Excellence** – We aspire to exceptional performance and are committed to best practices.

**Inclusiveness** – We embrace diverse knowledge, backgrounds and perspectives and encourage collaborative communities.

**Integrity** – We are trustworthy, honest, reliable, and ethical.

### THE OPPORTUNITY:

The Communications Coordinator is an integral part of the Communications Team, stewarding internal and external event production and evaluation, implementing traditional and online communications through website and social media, developing communications content, fostering community outreach, co-managing Community Knowledge Centre, ensuring brand consistency, and providing administrative support to the team. This position plays an integral role in contributing to enhancing the public confidence and reputation of Calgary Foundation and showcasing Calgary Foundation's role as a leader in community building to diverse stakeholder groups.

### WHAT YOU WILL BE DOING:

As a member of the Communications Team, it is anticipated the role will be split 30% focused on events and 70% supporting general communications needs.

This position is the primary contact and lead executor for internal, external, and online events hosted by the Foundation. Additionally, this role collaborates with team members as a communications generalist. Responsibilities include designing and delivering content for various communication channels (digital and print), providing support to the organization's public sponsorships and partnerships, as well as building and nurturing connections with the broader Calgary charitable and nonprofit communities.

**Desired Outcomes:**

- Seamless delivery and promotion of internal and external events
- Strong support for communication initiatives
- Successful relationships with community partners through co-managing major initiatives
- Dynamic amplification of Calgary Foundation brand

**Primary Outputs:**

EVENTS

- Coordinate and communicate all Calgary Foundation events including internal, external and online events such as:
  - Vital City, donor events, internal staff gatherings, leadership events, Active Reconciliation annual retreat and others as required.
- Liaise with venues and vendors on event production, including:
  - Venue rentals, catering and contracts
  - Event timelines
  - Budget tracking
  - Logistics management
- On-site event production and coordination
- Pre- and post-event promotional email design and delivery
- Provide support for third party fundraising as required
- Eventbrite link setup and webinar support
- Social media and online collateral to promote the event
- Design and delivery of Foundation surveys, including post-event surveys
- Evaluation of the event through attendance metrics and attendee feedback surveys

SPONSORSHIPS

- Amplify Calgary Foundation brand through our community sponsorships - serve as the primary contact for fulfilling sponsorship return-on-investments, working with various charitable, non-profit and grassroots organizations to ensure delivery of the Foundation's sponsorship benefits
- Schedule and share community/charitable events through the Foundation's social channels, as well as promote Foundation events to various partner organizations, include sponsored events on CKC events page
- Serve as primary contact for logo approvals on all external recognition materials
- Coordinate ticket distribution to CF staff, volunteers or board for sponsored events
- Evaluate and contribute to even distribution of sponsorship dollars among CF's vital priorities

CKC

- Regularly update Events page with sponsored and community events
- Regularly feature CKC member organizations on Explore the Directory page, aligning the features with relevant times of year and amplify the voices of nonprofits and grassroots organizations in Calgary through social media campaigns
- Work alongside grants to evaluate the data collected in CKC and strategize ways to utilize this information
- Work with the Capacity Building Coordinator to collaborate on the CKC Members' Corner content and quarterly CKC e-newsletter content

## DIGITAL MEDIA

- Support contributions to the social media scheduler, monitor social media content, keep up with social technologies, use media marketing tools, and regularly update the social media calendar with national holiday and important dates
- Daily management of social media accounts by monitoring messages, mentions, and tagged posts, while reposting relevant content from other users
- Engage on social media by commenting, sharing and interacting with community organizations and other relevant accounts

## 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, contests, or other methods
- Provide support updating the Foundation's various websites, Community Knowledge Centre, among others
- Administrative support for Communications Team

### Measures of Performance Success:

- Increase awareness and profile of Calgary Foundation
- Expand outreach and relationship-building with new and diverse partners
- Seamlessly execute events, delivering on/under budget and with positive stakeholder feedback
- Delivery of effective communication to meet Calgary Foundation needs
- Creative social media contributions and outputs

## WHY WORK AT CALGARY FOUNDATION:

You have a passion to build a healthy and vibrant community where everyone belongs. You thrive with challenging work and value a culture of collaboration, professionalism, and mutual respect. You are committed to upholding and promoting the values of the Calgary Foundation.

## WHAT WE'RE LOOKING FOR IN YOU:

- Post-secondary degree or diploma
- Proven successful work experience and education in the areas of public relations, communications, marketing, administration, and/or event management
- Confidence working across various social media platforms and scheduling software
- Experience with mass marketing & email software (MailChimp)
- Proficiency in Adobe Creative Suite or Canva
- Strong creative writing skills (*a writing sample may be requested at time of interview*)
- 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
- Strong written and oral communication skills, as well as interpersonal and collaborative skills
- Ability to work with diverse populations and stakeholders
- Exemplary attention to detail and accuracy
- Desire to cultivate a learning and growth mindset, in order to contribute to organizational process improvements and identifying new opportunities

## HOW TO APPLY:

Interested candidates are encouraged to submit, via email, a resume and cover letter in PDF format, by January 24, 2025, to Tracy Maracle, Vice President, Governance & Human Resources to email: [careers@calgaryfoundation.org](mailto: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 [calgaryfoundation.org](http://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](mailto:tmaracle@calgaryfoundation.org). Information relating to the need for accommodation and accommodation measures will be addressed confidentially.