



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 50 staff members and 80+ 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 has committed to active Reconciliation in accordance with the Truth and Reconciliation Commission (TRC) 94 calls to action and United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) as an important and integrated part of our culture. In addition, Calgary Foundation is undertaking a journey of establishing a Racial Equity Culture as one that is focused on proactive counteraction of race inequities inside and outside an organization. Our Reconciliation and Racial Equity journey is intentional with meaningful participation from all team members both collaboratively and as individuals.

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 (CKC) website, 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, Changemaker Conversations, 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
- Event promotional email design and delivery, event registration 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 charities, non-profits and businesses 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 Calgary Foundation staff, volunteers or board for sponsored events
- Evaluate and contribute to even distribution of sponsorship dollars among CF's vital priorities

CKC (Community Knowledge Centre)

- 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 other teams 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, photography, etc)
- Provide support updating the Foundation's various websites
- 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.

Calgary Foundation is an equitable employer, and we encourage applications from members of groups who face historical and/or current barriers to equity. We value the contributions that each person brings and are committed to ensuring full and equal participation for all in our community.

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 July 24th, 2024, 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 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.