

**Position:** Marketing & Communications Senior Coordinator  
**Type:** Full Time, Term Position (13 months)  
**Salary:** \$44,000-\$46,000 based on experience, plus benefits  
**Location:** Volunteer Alberta, Downtown Edmonton  
**Hours of Work:** 37.5 hrs/week

### Description

Do you want to work in an upbeat and vibrant organization focused on social good? Are you interested in developing innovative and creative ways of reaching diverse groups throughout the province to provide services, share knowledge, and make connections? Are you at your best in a fast paced and productive work environment? Are you looking to put your wide range of skill sets to work on interesting projects? Join Volunteer Alberta and help build strength and capacity in Alberta's nonprofit/voluntary sector.

Volunteer Alberta is seeking a skilled individual who is enthusiastic, innovative, organized, and resourceful. You would be primarily responsible for coordinating, supporting and implementing the *Youth at the Table* specific marketing and communications initiatives and strategies. This includes developing a project-specific communications plan, supporting survey development, digital/print collateral planning, and coordinating social media with a focused direction on the expected project outcomes. You would also support the project reporting processes and copywriting, and ensure Volunteer Alberta's brand cohesion and style adherence within the project. This role includes assisting with coordinating internal and external event planning, and operates within a team environment in a shared office space.

Reporting to the Project Manager, you must be able to exercise good judgement and initiative in completing tasks and broader initiatives and be able to work with a high degree of independence and accountability. While this position plays a role in all of the Strategic Directions, it specifically advances Volunteer Alberta's mission through promoting volunteerism and the nonprofit/voluntary sector, supporting the sector to be collaborative and connected, and equipping the sector to thrive.

Volunteer Alberta staff and volunteers are a dynamic and fast moving team located in the historic Empire Building in downtown Edmonton. We offer our staff (after completing the probationary period) a comprehensive benefits package including health and dental benefits, three weeks' vacation, contributions towards an RRSP, monthly bus pass (if required), and an extended break during the winter holiday season. We also invest in the professional development of our staff and will help you develop a plan to grow your professional skills and abilities.

### Primary Duties and Responsibilities

- Co-create, develop and implement a *Youth at the Table* communications plan, including branded content and marketing materials for Youth at the Table, its affiliated programs/services and campaigns; monitor for brand compliance across materials and content with the *Youth at the Table* Project Manager and the Marketing and Communications portfolio team.
  - Strategically determine key messages to support recruitment and dissemination of project results to project participants.
  - Guide the development of communications activities and appropriate channels supporting the achievement of project objectives.
  - Define the social media, web and print materials and resources to be used throughout the project duration.



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- Assist with identifying target municipalities to engage in the Youth at the Table project, ensuring a mix of rural and urban communities with varied demographics.
- Participate in Marketing & Communications portfolio activities, including editorial calendar meetings.
- Develop relevant content for e-newsletters, email blasts, blogs, and social media.
- Conduct media scans, research and external trend monitoring (project relevant).
- Communicate with the Alberta Volunteer Centre Network to identify participating organizations and youth.
- Participate in the monitoring, interpretation and analysis of website and social media analytics and reports regarding the *Youth at the Table* project.
- Create, disseminate, interpret surveys and other research projects concerning the *Youth at the Table* project.
- Lead and support the co-creation of project website content including editing/updating web copy to ensure voice and brand cohesion.
- Support, review, edit and provide strategic communications recommendations (i.e., deliverables/tactics) and reports for the Youth at the Table project.
- Support other Volunteer Alberta initiatives as required.

#### Required Qualifications

- Completion of Post-Secondary degree or diploma in Communications, Marketing, Public Relations or other related field
- Minimum of two years of office experience, ideally in marketing/communications
- Excellent verbal and written communication skills, interpersonal and public relations skills, customer focused, excellent telephone etiquette
- Intermediate to advanced skills with MS Office Suite, WordPress, and social media platforms
- Ability to work independently as well as collaboratively
- Self-motivated, demonstrating creative problem solving, and a positive attitude
- High degree of accuracy and the ability to maintain confidentiality and discretion
- Ability to set priorities and maintain flexibility
- Must be eligible to work in Canada (i.e., citizen/landed immigrant)

#### Desirable Qualifications

- Knowledge of the nonprofit/voluntary sector, client groups and/or related issues
- Knowledge and/or experience regarding youth initiatives
- Experience working in a nonprofit/voluntary sector organization
- Experience in researching and interpreting website and social media analytics & reports
- Experience with event planning and/or scheduling
- Experience with Customer Relationship Management software (CRM), InfusionSoft
- Experience with Adobe Creative Cloud and/or other creative software (Canva, etc.)
- Knowledge of the nonprofit/voluntary sector, client groups and/or related issues
- Experience working in a nonprofit/voluntary sector organization
- Experience as a volunteer

#### Application Deadline

February 15, 2019



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Please email your resume and cover letter to [volab@volunteeralberta.ab.ca](mailto:volab@volunteeralberta.ab.ca) RE: Senior Coordinator position.

We appreciate your interest in Volunteer Alberta; only those who are selected for interviews will be contacted. Volunteer Alberta is an Equal Opportunity employer. Volunteer Alberta is not responsible for any moving/relocation expenses, should the successful candidate not live in the local area.



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