

# AlzheimerSociety

ALBERTA AND  
NORTHWEST TERRITORIES

<b>Job title</b>	<i>Marketing and Communications Manager</i>
<b>Reports to</b>	<i>Chief Executive Officer (CEO)</i>
<b>Location</b>	<i>Edmonton, Alberta</i>
<b>Details</b>	<i>Permanent - Full time</i>
<b>Closing Date</b>	<i>November 7, 2021</i>

## Who we Are

The Alzheimer Society of Alberta and Northwest Territories (AS AB/NT) is a not-for-profit association that exists to heighten awareness about Alzheimer's disease and related dementias, provide support services, and support research into the cause and a cure for this disease.

Our vision is a world without Alzheimer's disease and other dementias.

Our values are "CARE: Collaboration, Accountability, Respect, and Excellence."

## The Position

Reporting to the Chief Executive Officer, the Marketing and Communications Manager is responsible for the development and implementation of AS/AB NT's marketing and communication strategies that will promote positive perceptions of the relevance, effectiveness, and impact of the Alzheimer Society of AB and NWT.

The Marketing and Communications Manager will work closely with senior leadership and staff to directly manage communications activities and materials that promote, enhance, and protect brand reputation. This position will act as a key ambassador for the organization to build and nurture relationships with the media resulting in increased visibility of policies impacting people living with dementia across key stakeholder audiences. The goal is to drive a broader profile for the organization through meaningful and inspiring integrated communications products and services.

The key deliverables of this role include:

- Maintaining current and leading the development of new marketing strategies.
- Providing communications support to the CEO and board including prioritizing media opportunities, preparing supporting communication material as needed.
- Actively engaging, cultivating, and managing media relationships to ensure coverage surrounding AS AB/NT priorities, special events, and other projects.
- Supporting the CEO as the spokesperson on media interactions and when required work as spokesperson and lead contact with the media.
- Driving the generation of content for social media campaigns and other marketing channels while capturing relevant data to increase public awareness.
- Generating, editing, and publishing high-quality print and digital content.
- Managing ongoing content and technical website updates as required.
- Using storytelling to develop communication products and services that facilitate client acquisition and support, as well as donor and member engagement, retention and recruitment.
- Introduce best practices and refine existing processes and procedures that expand the capacity of the communication activities and strategies.

- Maintain current and establish new measurement metrics for communications and external relations to improve visibility on progress and return of value to all stakeholders.

#### **What you will bring:**

- Diploma or higher in marketing, communications, or related field is required.
- Minimum 5 years' experience in a marketing role, a marketing and communications role held in either a federal or provincial political environment will be considered an asset.
- Extensive successful writing and editing experience with a variety of print and online communications media.
- Articulate and persuasive communicator, both written and oral.
- Demonstrated understanding of marketing strategies and requirements of mass communication media.
- Experience with Learning and Content management systems and websites an asset.
- Knowledge of project management methodologies and tools.
- High level of proficiency in social media outlets, SproutSocial, Microsoft Office Suite, eTapestry, Adobe, Luminate, Artez, Canva, Connexion.
- Accreditation in the International Association of Business Communicators (IABC) or Canadian Public Relations Society (CPRS) would be an asset.
- Ability to stay focused and work independently in a fast-moving and diverse work environment.
- Proactive and comfortable with changing priorities.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Committed to supporting and enhancing organizational culture and values.
- Clear Criminal Record Check with Vulnerable Sector Search.

#### **Working conditions**

- Flexible remote work and office environment with routine use of computer.
- Off-site work (meetings, functions, attendance at events, etc.)
- Standard 35-hour workweek (Monday to Friday, with flexible working hours) with regular time pressures, occasional evening and weekend attendance may be required.
- Some travel required.
- AS AB/NT has implemented a COVID-19 vaccination policy where proof of full vaccination is required as a condition of employment. Employees who cannot be fully vaccinated on the basis of a protected legal ground may request an exemption. If your application is successful, you will be asked to provide proof of vaccination or request an exemption.

#### **What we offer**

- Health and Dental Benefits
- Annual Vacation starting at three weeks
- Personal Days
- Wellness Fund
- Christmas Closure
- Remote work available and a commitment to flexibility.

**To apply please send a copy of your cover letter and resume by email to: [hr@alzheimer.ab.ca](mailto:hr@alzheimer.ab.ca)**

*We thank all candidates for their interest. However, only those selected for an interview will be contacted.*

*The Alzheimer Society of Alberta and Northwest Territories is an equal opportunity employer and values diversity of all kinds.*