



## Communications Coordinator

Full-Time (37.5)

**Accessible Housing** opens doors to homes that are accessible and affordable for people with limited mobility. Through providing a continuum of housing and supports, we work to ensure that everyone has a home and belongs in community.

### Job Description

The Communications Coordinator's primary responsibility is coordinating, implementing and evaluating the overall communication and marketing for Accessible Housing. The successful candidate enjoys communications, strategy, data and relationship building, while understanding the vital importance these concepts play in overall fundraising efforts.

### Duties and Responsibilities

#### Key Responsibilities

- Commit to ensuring that the mission and vision of Accessible Housing is supported by strategic communication by providing leadership, direction and management of communications and marketing
- Support fund development initiatives, including editing funding applications, creating collateral for donor engagement and campaigns
- Supports annual events and ensures an aspect of fundraising is forefront in any public engagement, oversees volunteers

#### Building and Sustaining the Organizational Profile

- Manage the organization's website and social media accounts
- Ensure effective brand management and brand consistency in products and presentations, championing and maintaining brand guidelines and voice
- Manage events and events-related communications, including the Annual General Meeting, fundraisers and other events as needed
- Attends and organizes community outreach efforts acting as an ambassador
- Ensure media coverage is monitored and tracked

#### Writing, Design, and Creation

- Oversee the production, printing and distribution of various publications, resources and products involving liaison with graphic designer, photographers, printers and contractors to determine requirements, negotiate timelines and establish production terms
- Translates information about strategy, programs and impact, into effective communication pieces for the various audiences. This could include cases for support, proposals, reports, appeal letters, speeches and thank you letters
- Use Accessible Housing's tone and writing style in communications but can shift tone/style for different contexts from newsletter articles to reports. Helps shape

organizational writing style/tone towards continual improvement as communications expectations evolve over time

- Works collaboratively with others to create plans for emerging initiatives, programs and programming including key messages, frequency and communication channels

Database management:

- This role will be responsible for establishing and maintaining an effective, organized, and efficient database for fund development record management.
- Responsible for generating regular reports from the database reports for direct mail campaigns, event solicitation, board communication, donor analysis, etc.
- This position will assist in the identification, cultivation, and stewardship of existing and prospective major donors, additional projects as needed

### **Qualifications and Experience**

- Minimum of 5 years of experience in communications and/or public relations
- Relevant post-secondary education
- Experience in event design, coordination and implementation
- Experience in social media implementation and digital marketing
- Experience in graphic design and website

### **Skills and Abilities**

- Strategic thinking and the ability to assess situations, understand possible implications and make sound judgments
- Ability to adapt to various roles, manage numerous projects simultaneously with numerous deadlines and changing parameters
- A passion for building online communities and managing digital audiences
- Strong editing and proofing skills
- A demonstrated high level of drive and self-motivation
- Proven relationship building skills, with the ability to build trust and provide a high level of customer service.
- Strong writing ability with flexibility to write in a variety of styles and to different audiences
- Ability to work independently but also collaboratively and manage competing priorities

### **Computer Skills**

- Expertise with WordPress is a requirement
- Strong computer skills – MS Office: Word, Outlook required; Adobe Creative Suite: InDesign, Illustrator or Photoshop if possible

### **Working Conditions**

This position is an office-based job with the opportunity for work at home some of the time. Some travel within Calgary is required. Some weekend and/or evening work is required on occasion for events.

### **Application Information**

Please forward resume with cover letter, two contrasting writing samples and two pieces of collateral you've developed to: [anita@accessiblehousing.ca](mailto:anita@accessiblehousing.ca). Please state the job title in the subject line of the email.

Only those selected for an interview will be contacted.

**Closing Date for Applications:** April 23, 2018

*Accessible Housing employees enjoy competitive compensation, extended health and dental benefits, a matching RRSP after one year of service, an accelerated schedule for earning additional vacation days, your birthday off, and a flexible work environment.*