



JOB TITLE: COMMUNICATIONS MANAGER

LOCATION: ANYWHERE IN ALBERTA

Alberta Ecotrust Foundation

Alberta Ecotrust is a registered charity created through a unique partnership established between the corporate sector and the environmental community in 1991. Guided by a vision of healthy ecosystems for all Albertans and a mission to inspire and mobilize those who champion and protect the environment, we were founded on the principles of fostering collaboration and trust.

Leading boldly ever since, our programs have expanded to build bridges across sectors and communities, focus on solutions and skills, and financially support hundreds of high impact environmental organizations, programs and projects across Alberta. We increasingly utilize a co-benefits approach to ecosystem challenges and financing pathways to a sustainable, low carbon future. Our environmental priorities include:

- Energy conservation and the mitigation of climate change
- Protection and conservation of water and watersheds
- Protection and conservation of habitat, ecologically critical landscapes and sustainable urban land use

Alberta Ecotrust respectfully acknowledges that our programs are delivered across the province of Alberta, comprising Treaty 6, Treaty 7, and Treaty 8 territory, the traditional lands of First Nations and Métis Peoples.

We are committed to creating a safe, warm and welcoming environment for all people interested in applying for our positions.

Communications Manager, Alberta Ecotrust Foundation

Your goal in this position will be to develop, implement, monitor, continuously improve the Alberta Ecotrust Communications Strategy. In this role you are a strong

advocate for Alberta Ecotrust and you lead the organization on communications, media relations, and brand management. The Communications Manager generates ideas and inventive ways to promote our organization while acting as a champion and advocate for positive change for all communities.

Your role is responsible for the planning, management, and design/creation and delivery of communications initiatives including website content, key presentations, conventional, digital, and social media. This role strategically supports the cohesion of the many communications functions of a forward-moving and multi-faceted organization.

Applying your exceptional expertise in communications, combined with your skills in strategic planning and coordinating teams to achieve organizational goals, your work will have a huge effect on the success of Alberta Ecotrust.

This position is responsible for the following:

- Managing, implementing, and improving a strategic communications plan that includes key messages, audience priorities, communications objectives, brand tone and persona, and channel engagement plans
- Understanding our strategic approaches and impact, lead the AEF team to capture and share insights, information and analysis in ways meaningful to our audiences and stakeholders
- Plan and manage the design, content, and production of all marketing materials
- Manage the development, editing and distribution of regular communication to a variety of stakeholders, including social media, email newsletters, event invitations, and annual report
- Manage and provide general oversight of the Alberta Ecotrust website
- Oversee media relations activities to enhance Alberta Ecotrust's recognition and credibility, including media releases and advisories, tracking media requests and tracking and growing positive media coverage
- Curate consistent use of key messages and brand identity with internal and external stakeholders; train team on key message use and established brand identity rules and guidelines
- Assist in the development of funding proposals, campaigns, and other media that support the fund development goals of the organization and promote a culture of philanthropy internally and externally

- Establish and ensure effective CRM usage including use of communication and query tools for building marketing lists and crafting messaging for emails and text messaging platforms
- Developing marketing materials and outreach, media and partnership strategies for AEF events

Qualifications

You will directly report to the Engagement Director and you will frequently collaborate with the rest of the team at Alberta Ecotrust as you collaboratively generate impactful and compelling content. This position is available province-wide in Alberta with the opportunity for remote work. As Alberta Ecotrust's head office is in Calgary, office accommodations will be available if the successful candidate resides in Calgary.

A successful candidate will possess the following qualifications:

- 5 or more years experience in communications, marketing and public relations
- Post-secondary education in a related field
- Demonstrated experience and passion for communicating social and environmental issues/content an asset
- Experience with non-profit communications including fundraising campaigns, funding proposals and impact reporting is an asset
- Ability to write, design and develop engaging content for traditional and social media
- Experience in email marketing, list segmentation, and client relationship management software (CRM)
- Previous experience coordinating the writing, design and printing of publications in small team
- Proven track record in media relations
- Proven excellence in writing, editing and verbal communications
- Familiarity with communications tools we use, including: Wordpress, Google Analytics, Microsoft Office/G Suite, social media (Facebook, LinkedIn, Twitter, Instagram, YouTube), NeonCRM, design software such as Adobe Creative Suite and/or Canva, Zoom Webinars.
- Exceptional organizational and coordination skills with keen attention to detail
- Strong planning, judgment and decision-making skills

- Experience planning and organizing events and / or workshop is an asset
- Demonstrated ability to work cooperatively in a dynamic, flexible setting
- Knowledge of the Alberta environmental sector

Workplace Culture

Alberta Ecotrust provides a flexible schedule and a positive, collaborative team culture. Our staff are extremely motivated to make a difference, and you'll be part of an innovative team that gets to do interesting, meaningful work aligned with their shared values and desire to improve the world.

Remuneration

This is a full-time, 35-hour work week, permanent position with a competitive salary range of \$65,000 - \$75,000 per year, plus paid health benefits and three weeks vacation and a Christmas break.

How to Apply

1. Submit your application to Alberta Ecotrust via our [online recruitment system](#) by midnight on June 25th, 2021.
2. Combine your cover letter and resume as one PDF document, named as follows: LastName_FirstName_Communications_Manager
3. Your cover letter and resume combined must not exceed four pages

Applicants are encouraged to identify in their applications if they are Indigenous Peoples, Black People, People of Colour, women, youth, people with disabilities, members of the LGBTQ2SAI+ communities, new immigrants, refugees, and/or are members of other diverse communities.

If we can make this easier through accommodation in the recruitment process, please let us know by emailing o.makovych@albertaecotrust.com.

Please note that only those selected for an interview will be contacted. We thank everyone who applies.