



COMMUNICATIONS AND MARKETING COORDINATOR

Big Brothers Big Sisters of Calgary and Area (BBBS) is a donor supported, volunteer-driven organization recognized for our mentoring programs for children and youth in schools and communities throughout Calgary, Airdrie, Cochrane, High River, and surrounding areas. Mentorship positively impacts the lives of children and youth by improving their self-esteem, relationships with others, value of education and hope for the future.

Job Summary:

As the Communications and Marketing Coordinator you will support initiatives that raise awareness and positively position the agency in the communities we serve. Areas of responsibility include supporting all communications, marketing, volunteer recruitment and development efforts. This role requires a team oriented person who is creative and thinks strategically; is a compelling writer; possesses strong graphic design, web and social media skills; has an eye for detail; and has the ability to prioritize and multi-task. You will assist with creating, managing and implementing all agency communications and marketing plans, strategies and branding initiatives.

Responsibilities:

- Assist with creating, managing and implementing all agency communications and marketing plans, strategies and branding initiatives for Calgary, Cochrane, Airdrie and High River offices
- Website and Intranet site development and maintenance including:
 - Content management and development
- Management of the agency's social media marketing initiatives
- Plan, implement and evaluate fundraising, volunteer appreciation and other various agency events
- Editor in chief of tri-annual agency newsletter
- Editor in chief of monthly e-bulletin
- Write and distribute editorial and advertisements for a variety of mediums
- Design and update of all communication materials (brochures, advertisements, flyers, posters, promotional giveaways, videos, radio spots, etc.) as required including:
 - Creating, designing, sourcing, ordering/printing, and media distribution
- Establish and build media relationships
- Identify publicity opportunities
- Write and distribute media releases, PSA's, media advisories, backgrounders and editorial
- Design and provide communications and presentation materials to support recruitment initiatives such as display tables and community speaking opportunities
- Oversee Big Ambassador program
- Work closely with other agency staff members in the management of recruitment opportunities, as well as management of community outreach and promotional opportunities and materials
- Lead internal communications plan and initiatives
- Supervise and mentor department practicum students
- Special projects as assigned



Attributes:

- Creative, dynamic and forward thinking communications practitioner with a passion to achieve
- Demonstrated writing skills across a variety of mediums
- Proven verbal communication and presentation skills
- Strong communication planning skills
- Excellent interpersonal and relationship building skills
- Ability to move between strategy and execution
- Strong customer service orientation with the ability to work within a collaborative team and build trust relationships
- Ability to juggle multiple projects effectively, and prioritize various tasks/projects
- Highly motivated self-starter with a strong sense of urgency, initiative, adaptability and follow through
- Passionate about attention to detail and consistency of messaging
- Event planning and coordination experience
- Intermediate proficiency with Adobe Creative Suite (Illustrator, InDesign and Photoshop)
- Advanced proficiency with Microsoft Suite
- Familiar with website and intranet design
- Able to work some evenings and weekends

Qualifications:

The ideal candidate will have a post secondary education in communications, journalism, public relations, marketing or related field, and minimum of two to four years experience in a communications role.

Big Brothers Big Sisters of Calgary and Area offers a competitive salary, health benefits and RRSP matching.

Closing Date: September 3, 2010

Please forward cover letter and resume to:

Trish Muntain

Executive Assistant

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Calgary, Alberta T2H 0C1

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Fax: 403-777-3525

No phone calls will be accepted.

We thank all candidates for their interest. Only candidates selected for an interview will be contacted.