



POSITION DESCRIPTION

Communications Coordinator

Wellspring Alberta is a charitable organization that supports, informs, and empowers those diagnosed with cancer by helping them address the fear, isolation, disruption and practical problems cancer can bring to their lives. An affiliate of the Wellspring Cancer Support Foundation, Wellspring Alberta provides a comprehensive range of programs, support, resources, and programs so anyone living with cancer and the people who care about them can improve the quality of their lives. All programs and services are informed by evidence and offered free of charge and without referral in three centres and online. Our vision is that no one has to face cancer alone.

Wellspring Alberta's work is made possible through the generous donations of individuals, corporations, foundations and grassroots fundraisers, and with the efforts of committed volunteers, dedicated staff and skilled contracted program leaders.

Purpose of position:

Reporting to the Communications Manager, the Communication Coordinator is responsible for helping grow the Wellspring Alberta presence on all digital outlets and to support various marketing deliverables. Working closely with the Communication Manager and the various departments across the organization, this position will help implement communications needs across digital and social media platforms, and develop content for blogs, social media, newsletters, event promotions, as well pictures and videos for these outlets. This is a full-time position based in Calgary at the Randy O'Dell House. Occasional travel to communities across Alberta is required.

Responsibilities:

- Collaborate and partner with fellow team members across departments to tell the Wellspring story; drive our brand profile and leadership; and engage community support of our cause
- Plan, create, and share new content on all social media channels (including text, images, video, and graphics) daily to drive overall brand awareness and increase engagement
- Implement digital media campaigns
- Write a variety of content to support communications efforts, including newsletters, website copy, brochures and press releases
- Coordinate the creation of digital content (website, blogs, e-newsletters, etc.) and design general marketing materials (brochures, posters, etc.)
- Updating the website as necessary, and posting content on a regular schedule
- Assist in taking, editing, organizing and posting photos and videos for marketing purposes
- Compile analytics for all digital channels to support ongoing analysis and improvements
- Stay up to date with digital media developments and trends
- Other tasks will be assigned as required

Required knowledge, skills and abilities:

- Post-secondary education in communications or marketing or a related field
- Excellent writing, editing and interviewing skills
- Understanding of digital and social media tools, trends, channel use and their business application
- Understanding of website design, information architecture and website optimization
- Strong knowledge and experience working with WordPress and other Content Management Systems, Canva, Adobe Creative Suite, Google Analytics and AdWords, Hootsuite, Meta Business Suite and advertising, Zoom and Constant Contact
- Excellent interpersonal and highly developed communication skills (verbal and written) with the ability to adjust writing/communication style based on audience, social media platform and different content formats (i.e. text, video)
- Highly accountable with the ability to work effectively in a fast-paced environment
- Ability to work independently and as part of a team
- Eager, energetic and willing to learn new technologies and platforms
- Knowledge of photography and video production is an asset
- Excellent attention to detail
- Ability to prioritize and meet deadlines
- Ability to plan, manage and execute digital strategy initiatives
- Proficiency with Google and Microsoft suites, including MS Teams and SharePoint

To apply:

We offer a competitive total compensation package and an empowering and inspiring team environment.

To apply, please submit a cover letter and resume to communications@wellspringalberta.ca. This posting will close once we have found a successful candidate. We wish to thank all applicants for their interest, however, only those selected for interviews will be contacted.

Inclusion Statement

Wellspring Alberta is committed to being an inclusive organization. We are in a process of expanding the diversity of identities and lived experiences, to be more reflective of the communities in which we work and live. To support this process, we've become an employer partner of the Canadian Centre for Diversity and Inclusion, developed an Advisory group, and we are taking action as part of our commitment to Diversity and Inclusion. We understand we're on a journey, which will take time, and that increasing equity in our organization and in cancer care is critical.

We encourage applications from groups that are typically under-represented in cancer-serving organizations including BIPOC (Black, Indigenous, and People of Colour) individuals, LGBTQ2S+ identifying individuals, persons with disabilities, and candidates from all equity seeing groups.

We welcome you to contact us for a conversation about accessibility and accommodations throughout the recruitment process.

We know that women and people of colour are less likely to apply for roles unless they meet every single requirement. If you're excited about the role, but your qualifications don't match perfectly, we encourage you to apply.

We appreciate your interest in Wellspring and warmly welcome all applications.