

POSITION

Communications Coordinator

STATUS

This is a full-time permanent position.

DESCRIPTION

The Alzheimer Society of Manitoba is seeking a highly motivated, well-organized and dynamic individual to join the communications team. The successful applicant will be responsible for the coordination and production of communications material supporting the Society's programs, events and campaigns.

The successful applicant must have an in-depth knowledge of Creative Suite, proven communication skills, digital marketing knowledge, strong project management abilities, video production experience and a collaborative work style.

ORGANIZATION

The Alzheimer Society of Manitoba is a charitable organization that provides valuable programs and services for those who are touched by dementia, while funding research to help find a cure. The Society offers supportive counseling, family and public education, professional education, support groups, MedicAlert® Safely Home®, advocacy and research funding. The goal is to create an informed and supportive public, thereby enhancing the quality of life for people affected by dementia.

RESPONSIBILITIES

1. Website and E-marketing

- Update and maintain Alzheimer Society of Manitoba CMS website.
- Create, update and maintain micro-sites for fundraising and program events.
- Build and manage Google Adword campaigns and grant.
- Manage e-marketing campaigns for fundraising and program events.
- Analyze website and e-mail statistics to review effectiveness of current strategies and make recommendations for others.

2. Social Media

- Manage and monitor all social media including Facebook, Instagram, Twitter, YouTube, and Pinterest.
- Track and record social media statistics.
- Oversee and monitor all Facebook advertising campaigns.
- Research social media advances and make recommendations.

3. Media Relations

- Promote and market annual events to radio, television and print media.
- Write PSAs, media releases, invites and pitches for development and program campaigns.
- Write and produce radio spots, print ads, feature articles and other public relations materials as required.
- Manage and update media lists.
- Monitor media on a daily basis and track monthly for growth and activity.

4. Communications Material

- Write, design and oversee production of material supporting annual fundraising and program events including print (e.g. brochures, posters and postcards), audio visual, video production, media relations, social media and speeches.
- Write, design and oversee production of the newsletter, annual report, program material and organizational material (e.g. brochures, letterhead, and banners).

5. Video Production

- Intermediate knowledge of filming, editing and producing video projects including video shorts and PSAs.
- Familiar with Premiere Pro (or Final Cut) and online video platforms such as YouTube.
- Possess strong story-telling, organization and communication skills.

QUALIFICATIONS

- Diploma or degree in communications (related work experience will be considered).
- 1-3 years of experience in a communications role.
- Advanced knowledge of Adobe Creative Suite, CMS websites, Microsoft Office and html coding.
- Excellent communications skills including planning, writing, editing and formatting a wide variety of print and electronic materials.
- Intermediate graphic design skills with a thorough understanding of marketing, design and print industries.
- Experience developing and executing digital marketing strategies.
- Strong understanding of Google Adwords and paid social media platforms.
- Experience working with analytics in the digital domain.
- Experience with media relations.
- Basic skills in video production.
- Ability to multi-task and meet tight deadlines.
- Strong leadership and project management skills.
- Proven ability to work independently and within a team environment.

TO APPLY:

Please forward your resume and cover letter to the Alzheimer Society by e-mail to rkrowelski@alzheimer.mb.ca.

- Applicants must include a cover letter which clearly states how they meet the requirements and qualifications for the position along.
- Please include salary expectations.
- Applications will be accepted until **Friday, September 11, 2020**.

* Candidates selected for an interview will be required to bring a portfolio.