
SECTION 1 IDENTIFYING INFORMATION

Position Title:
Communications Coordinator

Supervisor's Title:
Marketing and Communications Director

Position Length and Type:
Full-Time, Permanent

SECTION 2 POSITION SUMMARY

Reporting to the Marketing and Communications Director, the Communications Coordinator is responsible for the coordination and production of communications material supporting the Alzheimer Society's programs, events and campaigns, including print, e-communications, website, social media, audio visual, video production and media materials.

SECTION 3 DUTIES AND RESPONSIBILITIES

1. 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 direct mail campaigns, newsletters, annual report, program material and organizational material (e.g. brochures, letterhead, and banners).

2. E-newsletter and Website

- Write, design and oversee production of monthly e-newsletter publication.
- Update and maintain Alzheimer Society of Manitoba website content.
- Analyze e-newsletter statistics to review effectiveness of current strategies and make recommendations for others.

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. Video Production

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

5. Other

- Other duties as requested by Communications Director

SECTION 4 SUPERVISION EXERCISED

The Communications Coordinator is responsible for relationships with suppliers related to the production of communications materials described in job description, and for ensuring agreements with select media are completed.

SECTION 5 POSITION REQUIRMENTS

- 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, Microsoft Office, CMS websites, FTP and html coding
- Excellent communications skills, including planning, writing, editing and designing a wide variety of print and electronic materials
- Experience in video production, media relations and social media
- Ability to work independently and within a team environment
- Flexible schedule which allows occasional evening and weekend work

HOW TO APPLY

Interested applicants are encouraged to submit a cover letter and resume, clearly outlining your qualifications to:

Rebecca Krowelski
Director of Marketing & Communications
Alzheimer Society of Manitoba
10-120 Donald Street, Winnipeg, MB
resumes@alzheimer.mb.ca

We invite all qualified applicants from a diverse background to apply. There will be reasonable accommodations made for those living with disabilities.

We thank everyone for applying, but only those considered for an interview will be contacted.