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**SECTION 1 IDENTIFYING INFORMATION**

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Position Title:  
**Communications Coordinator**

Supervisor's Title:  
**Marketing & Communications Director**

Position Length and Type:  
**Full-Time, Permanent**

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**SECTION 2 POSITION SUMMARY**

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Reporting to the Marketing & 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.

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**SECTION 3 DUTIES AND RESPONSIBILITIES**

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**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 Marketing & Communications Director

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**SECTION 4 SUPERVISION EXERCISED**

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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.

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**SECTION 5 POSITION REQUIRMENTS**

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- 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  
Marketing & Communications Director  
Alzheimer Society of Manitoba  
10-120 Donald Street, Winnipeg, MB  
[resumes@alzheimer.mb.ca](mailto: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.*