

SECTION 1 IDENTIFYING INFORMATION

Position Title:

Communications Coordinator

Supervisor's Title:

Marketing and Communications Manager

SECTION 2 POSITION SUMMARY

Reporting to the Marketing and Communications Manager, the Communications Coordinator supports the execution of digital and traditional communications initiatives for the Alzheimer Society of Manitoba. This role is responsible for coordinating and producing communications materials that support programs, events, fundraising, awareness campaigns, and organizational priorities.

The Communications Coordinator plays a key role in social media management, website updates, eMarketing, online registration, and digital fundraising tools, ensuring timely, accurate, accessible, and on-brand communications across all channels.

SECTION 3 DUTIES AND RESPONSIBILITIES

eMarketing & Newsletters

- Coordinate the development, writing, editing and distribution of eNews and newsletters
 - Execute eNews blasts, including content setup, testing, scheduling and distribution
 - Monitor performance metrics and support continuous improvement of eMarketing initiatives
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Media & Traditional Advertising

- Coordinate media relations activities, including public service announcements (PSAs), media releases, pitches, follow-ups and media kits
 - Monitor and track media coverage and maintain media lists
 - Support planning and execution of paid advertising campaigns
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Campaigns & Events

- Support planning and execution of January Awareness Month and World Alzheimer’s Month campaigns
 - Assist with content development, timelines and coordination of campaign deliverables
 - Collaborate with internal teams to ensure alignment of messaging and priorities
 - Support communications planning and execution for events
 - Develop promotional materials, coordinate communications timelines and assist with event-related content
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Donor Relations & Organizational Projects

- Support communications for major donor campaigns
 - Assist with the development and execution of direct mail initiatives
 - Contribute to donor-focused campaigns such as Will Power and Matching Gift
 - Ensure donor communications are clear, compelling and aligned with organizational messaging
 - Coordinate and support development of organizational materials, including: annual & impact reports, infographics, brochures, cards, letterhead, facts sheets and organizational charts
 - Ensure all materials align with brand standards and accessibility guidelines
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Website

- Create and maintain website content, including blogs, “In the News,” Careers and Contact Us pages
 - Implement website updates and monthly content refreshes
 - Support ongoing website improvements, including content accuracy, accessibility and user experience
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Other

- Respond to day-to-day communications requests and emerging priorities
 - Collaborate across departments to support organizational initiatives
 - Other duties as assigned by the Marketing & Communications Manager
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SECTION 4 SUPERVISION EXERCISED

The Communications Coordinator is responsible for coordinating with suppliers and vendors related to communications production, online platforms and media placements as required.

SECTION 5 POSITION REQUIREMENTS

- Diploma or degree in communications, marketing or a related field (or equivalent experience)
- One to three years of experience in a communications, marketing or digital role
- Experience with website content management systems, email marketing platforms and social media tools
- Proficiency with Microsoft Office and design tools such as Adobe Creative Suite (or similar)
- Strong writing, editing and content creation skills for digital and print communications
- Experience with social media management, digital analytics and online campaigns
- Ability to manage multiple tasks, meet deadlines, and adapt to changing priorities
- Ability to work independently and collaboratively within a team environment
- Flexible schedule allowing for occasional evening and weekend work

To apply:

Please submit a cover letter and resume clearly stating how the requirements are met to rwilson@alzheimers.mb.ca with “Communications Coordinator” in the subject line.

Please include salary range expectations in your application.

The deadline for applications is Friday, May 8, 2026.

The Alzheimer Society is looking to enhance the diversity of our team and encourages candidates with a range of backgrounds and experiences to apply. Reasonable accommodations will be made for those living with disabilities.

Note: A clear police record check, with a vulnerable sector check, is required to be submitted as a condition of employment.

We thank all those who apply; however, only those selected for further consideration will be contacted.