

Alberta Association of Immigrant Serving Agencies (AAISA)

Position Title: Marketing and Communications Project Officer

Position Reports to: Executive Director

Direct Reports: None

Location: Calgary, Alberta

The Alberta Association of Immigrant Serving Agencies (AAISA) is seeking a Marketing and Communications Project Officer to join our growing team. Broadly, this position will provide marketing and communications support to AAISA's management and all operational units including Professional Development, Research and Policy and Sector Engagement, with a focus on brand reputation and awareness. The Project Officer will be responsible for leading internal and external communications and marketing strategies and initiatives. Core responsibilities include, but are not limited to: content development for AAISA's websites and social media channels, mobilization of research and policy initiatives, membership engagement, recruitment and retention, media relations, issue management, liaising with project vendors and consultants, and other activities identified in AAISA's Strategic Plan.

The position may appeal to candidates who possess a creative outlook and have experience related to business, public relations, communications, marketing, journalism, settlement and integration, and the non-profit sector.

Duties and Responsibilities:

- Lead the development and implementation of marketing and communications strategies and initiatives designed to significantly increase brand awareness, business development and membership engagement in alignment with AAISA's strategic plan
- Write and edit marketing and communications content related to all AAISA's strategic initiatives, including: blog posts, website content, newsletters, reports, briefing notes, press releases, advertisements, reports etc.
- Monitor, analyze and communicate marketing and communications results on an ongoing basis
- Provide communications, and marketing support for all operational units of AAISA
- Manage websites and social media platforms
- Lead media relations through the identification and cultivation of relationships with key influencers in local, regional, and the national news landscape
- Work collaboratively with other units to evaluate opportunities for partnerships, sponsorships, advertising and business development on an on-going basis
- Event planning and coordination
- Liaise with external vendors and consultants
- Other tasks as assigned by the Executive Director or designate

Qualities

- Exceptional written and verbal communications skills
- Excellent time management

- Strong attention to detail
- Demonstrated project management skills
- Demonstrated ability to work effectively in a fast-paced environment, prioritize and meet tight deadlines
- Creative problem-solving ability; able to embrace challenges with proven success

Qualifications

- Undergraduate degree in PR, Marketing, Journalism or Communications
- Proven ability to manage social media platforms, and content management systems (WordPress)
- In-depth understanding of the regional, provincial and national media landscapes
- Graphic design skills an asset
- Grant and proposal writing experience an asset
- French language skills an asset

The list of requirements, duties, and responsibilities is not exhaustive but is merely the most accurate list for the current position. Management reserves the right to revise the job description and to require that other task be performed when the circumstances of the job change (for example, emergencies, and changes in personnel, workload or technical development).

Please send resume, cover letter, and one recent writing sample to contact@aaisa.ca with the subject line Marketing and Communications Project Officer by **5:00pm on October 17th, 2017.**