

## Job Description

**Position Title:** Business Development & Outreach Coordinator

**Position Type:** 1.0 FTE

**Reports To:** Manager, Programs & Services, Manager, Strategic Engagement & Outreach

**Direct Reports:** Member Support Administrator

**Location:** Calgary, Alberta

Broadly, this position will develop and oversee the organization's business development, marketing and communications strategies in conjunction with high-level visions and strategies developed by AAISA management and the Board of Directors. Core responsibilities include but are not limited to: developing, implementing, and executing business development and communications plans for an entire organization in order to attract potential members, retain existing ones, and foster external relationships.

### Roles and Responsibilities

#### Communications and Marketing Strategy

- 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
- Lead media relations through the activities such as the identification and cultivation of relationships with key influencers in local, regional, and national publications and media outlets
- Provide communications and marketing support to all operational units of AAISA
- Write and edit marketing and communications content related to all AAISA's strategic initiatives such as internal and external organizational documents, websites, press releases, blogs, media availabilities, newsletters, reports, digital, and print advertisements
- Contribute to sustaining and growing a social media plan that integrates marketing strategies and tactics, and leverages content across multiple programs and audiences
- Contribute to a comprehensive website plan and strategy including design within the organization's structure and standards. This includes analytics, site architecture, content management, and user experience
- Monitor, analyze, and communicate marketing and communications results on an ongoing basis
- Ensure the implementation of organizational communication standards, and further ensure all messaging aligns with key business strategies across functional units
- Provide editing support as required for written work representing the organization to ensure content meets AAISA standards of excellence
- Liaise with units to understand their desired outcomes, goals, and objectives and provide advice on the right marketing strategies and tactics required to meet those goals
- Plan, create, and oversee the design, content, and production of marketing and communications materials
- Liaise with external vendors and consultants

#### Business Development

- Support AAISA's event planning and conference coordination efforts, including coordinating cross-organizational teams tasked with activities supporting event execution
- Oversee administration and logistics surrounding coordination of AAISA events and Conferences
- Participation in reporting to funders
- Create and oversee document management protocols and processes
- Create and review templates for AAISA contracts, agreements and memoranda
- Develop onboarding and training strategy, materials and procedures
- Supporting administrative staff in activities related to AAISA hiring, onboarding and orientation
- Other tasks and projects as assigned by AAISA management

### **Membership Outreach Strategy**

- Lead the development and implementation of AAISA's membership strategy, in partnership with AAISA's different functional units
- Formalize the existing membership program and standardize the approach, agreements, terms, and support
- Ensure cross-organizational participation in the execution of the membership strategy and implementation of associated tactics
- Monitor the effectiveness of the membership strategy, in alignment with membership recruitment targets and retention objectives
- Growing membership and strengthening presence across Alberta by identifying new partnership opportunities
- Oversee the development of communications materials to members and prospective members
- Oversee the creation and maintenance of "Members Only" section of the website with relevant materials, updates, and resources for AAISA membership

### **Supervisory Duties**

- Accomplishes department objectives by supervising staff; organizing and monitoring work process.
- Delegate work to direct reports, track progress, and provide constructive feedback throughout projects
- Address problems with work quality, issues between employees and other concerns in an effective, timely manner
- Ensure employees adhere to company policies and legal regulations
- Serve as a link between subordinates and upper management
- Conduct performance reviews, motivate team members, and create strategies to boost productivity