

Communications Manager

Communications

Permanent | Full Time

What we do and why we do it:

The Communications Team at The Alex is responsible for building and maintaining a strong brand and internal and external communications program using best practices in content creation, channel development and community engagement that fosters a positive culture of informed, engaged employees and generates community awareness and support.

The Communications Manager oversees the marketing and communications, ensuring alignment to the mission and vision of The Alex Community Health Centre. Reporting to the Chief Development Officer (CDO) and working closely with the CEO and other members of the executive and leadership teams, the Communications Manager is responsible for the development and implementation of a comprehensive marketing and communication plan, which aligns to The Alex's Strategic Plan with a goal to engage internal and external stakeholders.

What you will do:

- Develop and implement a comprehensive, multi-channel communication and marketing plan in consultation and with direction from CDO, CEO and members of the executive and leadership teams) to meet organizational goals and to engage internal and external stakeholders
- Build an online presence through social media, website, and targeted digital marketing within the marketing and communication plan
- Development and implement marketing and communication strategies to increase brand awareness and organizational key messaging; manage and monitor The Alex brand on internal and external communications
- Monitor, evaluate and report on marketing and communication strategies using best practices and applicable KPIs/measurement tools
- Lead and manage Communication Team members, fostering professional growth and development with a focus on annual deliverables
- Serve as project manager to plan, coordinate, delegate, budget, and implement communications projects and initiatives, including but not limited to:
 - Editorial and content calendars for internal and external communications
 - Annual Reports, Impact Reports, Reports to the Community
 - Internal and external events and activities, as required
- Manage and coordinate media opportunities and develop key messaging and content for distribution in alignment with The Alex's mission and vision; maintain a media contact list and cultivate relationships with media
- Create, maintain, and distribute effective messaging, content and communications materials and collateral with alignment to The Alex Brand, Strategic Plan and goals within the marketing and communication plan.
- Work closely with the Fund Development team to develop communication strategies, campaigns, donor collateral (impact reports, case for supports, etc.) in support of fundraising goals and funding priorities
- Oversee writing and editing of internal and external communications, newsletters, articles as outlined in the marketing and communication plan
- Work together with members of the Executive, Leadership, and People & Culture teams to develop internal communication strategies that engage and inform staff on key organizational updates and topics of interest

- Administer contracts and resource external relationships with agencies, consultants, and vendors to support the communication, promotion, and marketing needs of The Alex

What you bring:

- A bachelor's degree in communications, journalism, public relations, or a related field
- 7+ years of marketing and communications experience
- Experience in leading and facilitating teams to develop and implement targeted and effective marketing communications plans that achieve results
- Professional experience in a non-profit, public service, community development is preferred
- Excellent organizational, analytical, planning, problem-solving, and project management skills. Strong time management, attention to accuracy and detail and ability to prioritize
- Exceptional communication skills, including written, verbal and presentation. Passionate storyteller with superior writing, proofing and editing skills, and sensitivity to nuance and tone
- Demonstrated knowledge of marketing and communications best practices and current trends, digital marketing, web and social media, data analytics and market research
- An understanding of and interest in developing compelling communications for a racially, culturally, and socioeconomically diverse range of internal and external stakeholders. Commitment to continuous learning about cultural humility and equity
- Energy, vision, initiative, creativity, curiosity, empathy, humility, tolerance for ambiguity, ability to embrace and navigate change, sound judgment, diplomacy, and tact
- Exceptional interpersonal skills and ability to build rapport and manage a range of relationships
- A growth-mindset with interest in ongoing learning and continuous improvement
- Proficient in using Office 365 and in professional business documentation and communications
- Skilled in using WordPress, CRM and Email Systems
- Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.) with experience overseeing creative and design work. Video and photography skills are an asset
- A class 5 non-GDL driver's license, clean drivers abstract, and a personal vehicle that can be used for work purposes with \$2 million in liability coverage are required
- A satisfactory vulnerable sector criminal record check is required
- Knowledge of the United Nations Declaration on the Rights of Indigenous People (UNDRIP) and the Truth and Reconciliation Commissions (TRC) 94 Calls to Action considered an asset

Working Environment:

- Main Building (2840 2nd Ave SE). Occasional travel within the city will be required
- 1 FTE (37.5 hours/week)
- Standard hours 8:30am - 4:30pm Monday-Friday. Occasional evening and weekend hours for special projects and events will be required
- Continuous extended periods of sitting, standing, and walking (sometimes up/down stairwells)
- Occasional driving as part of work duties
- Occasional physical action which requires the ability to bend/crouch, reach above shoulder height, kneel/crawl, and carry objects (up to and over 20lbs.) throughout shift. This includes lifting or transferring clients who require assistance supporting themselves.

Driving on behalf of The Alex:

This position is required to use your own vehicle for work-related use or drive Alex vehicles for work purposes. Where required, candidates must show proof of a class 5 non-GDL driver's license, a personal vehicle, a clean 5-year drivers abstract, and \$2 million liability insurance to meet our insurance providers requirements.



As a condition of employment, The Alex requires the successful candidate to be fully vaccinated against COVID-19. Where the candidate has not obtained the vaccine, the candidate will be considered on an exceptional, and case by case basis; The Alex will adhere with its obligations under the Alberta Human Rights Act.

How to apply:

If you are as passionate as we are about making a difference in people's lives, please visit our Career Centre: [Join Us - The Alex.](#)

This position will remain open until a suitable candidate is found. We thank all applicants for their interest, however, only those selected for an interview will be contacted.

For more information on Alex programs please visit our website www.thealex.ca