



Courage • Compassion • Connection • Commitment

E4C, one of Edmonton's oldest and most respected social service agencies, is seeking a dedicated professional eager to join our team. This is an excellent opportunity for a gifted professional to make a significant difference to people, helping and supporting individuals and the community in undergoing positive change and increasing capacity.

Marketing/Communications Associate – Communications and Fund Development

Business Services

Job Purpose

Collaborates with Fund Development and Communications team in the planning, development and implementation of integrated marketing, communication and publication initiatives to support E4C objectives as well as ensuring continuity and quality production of information and materials in promoting and building the public image of E4C.

Duties and Responsibilities

Overall Responsibilities

- Make recommendations to the Communications and Fund Development Manager regarding marketing, publicity and initiatives to increase community presence.
- Research and develop initiatives for promotional materials.
- Work with the media to promote agency, its programs and fundraising events.
- Assist in Event Coordination and develop promotional materials as needed.
- Attend selected fundraising events and public event as required.
- Other duties may be assigned as required.

Media, Public Relations and Marketing

- Develops and maintains media training for E4C Leadership personnel.
- Fields multiple inquiries from print and broadcast reporters, directing them to the appropriate resources and arranging interviews.
- Serves as a resource to reporters on story ideas generated from the agency and its programs.
- Plans and executes press conferences other media events held by the E4C.
- Supports and guides agency staff in media relations work.
- Liaising and networking with a range of stakeholders, e.g. donors, colleagues, suppliers, and partner organizations, etc to build agency public image and fund raising opportunities
- Conducting market research
- Contributing to, developing and evaluating marketing plans, campaigns and strategies
- Managing marketing databases and other internal databases including donor lists, lead lists, and similar tools.
- Other duties may be assigned as required.

Publications

- Under the Direction of the Department Manager, assists in:
 - Creating various communications/marketing tools and publications for agency and programs such as newsletters, annual reports, brochures, advertizing materials, etc.
 - Arranging for the effective distribution of marketing materials
 - Develops, updates and manages other information sources such as the agency web site:
- Works in direct collaboration with the Communication and Fund Development Team in the production of specific fundraising and communications packages to ensure the use of accurate information and E4C brand identity
- Serves as assistant editor of the Envoy, working with the directors to conceive of story ideas, assigning chosen story ideas, supervising the reporting and writing process and editing the final product, ensuring that it conforms to journalistic style and meets journalistic standards.
- Other duties may be assigned as needed.

Qualifications

Preferred:

- A university degree or college diploma in communications, marketing or equivalent
- Minimum of 2 years of experience.
- Excellent written and verbal communications skills required.
- Excellent organizational skills and the ability to handle multiple tasks.
- Strong initiative, the ability to work independently, and ability to meet deadlines are essential.
- Knowledge of Adobe products and printing requirements
- Experience using various design software required.
- Ability to work effectively with people from diverse backgrounds including staff, consultants, board members, foundations, donors, business leaders, etc.
- Sensitivity to service users conditions and abilities
- Be an active team member, focused on team goals.

Working Conditions

This is a Full Time position 40 hours per week, which includes some evening and weekend work.

Salary Scale

Starting at \$16.85/hr

Please submit your résumé to:

E-mail: hr@e4calberta.org

Fax: 780.425.5911

We thank all applicants for their interest, however, only those selected for an interview will be contacted.