



## **Communications Specialist**

### **The Calgary Homeless Foundation**

The Calgary Homeless Foundation (CHF) is a registered charity that exists to end homelessness in our city. Through Systems Level Leadership and mobilization of collective impact CHF is a catalyst of transformation for Systems and Service Agencies to optimize client success. CHF focuses on four spheres of influence: Research and Data, Community Mobilization, Funder of Outcomes and Impact, and Public and Political Will. CHF addresses gaps and identifies best practices to continually enhance the homeless serving system of care. CHF is committed to moving forward in partnership with the many homeless-serving agencies, the private sector, government partners, the faith community, other foundations and all Calgarians to end homelessness in Calgary.

We are looking for passionate, entrepreneurial and talented people to join our action-oriented, high impact team.

### **The Position**

Reporting to the Director, Marketing and Communications, the Communications Specialist will be responsible for supporting CHF's marketing and communications activities. Primarily focused on media relations and coordination, the role includes supporting event and project management and coordination between the marketing and communications team and other CHF departments as well as external parties. The Communications Specialist also supports the development, management and maintenance of CHF marketing campaigns across multiple channels including web content, email, social media, and digital ad platforms.

### **Our Staff**

CHF staff are driven, passionate, action-oriented leaders who have dedicated themselves to ending homelessness in our city. They work cooperatively with others in a strong team environment; demonstrate flexibility in organizing and undertaking work; show a high degree of initiative, discernment and resourcefulness; exhibit excellent communication and relational skills; demonstrate thoughtfulness and intelligence in decision making; and focus on outcomes for persons without homes.

## Key Accountabilities and Deliverables

- Support the Director, Marketing and Communications in media relations, issues management and response, developing strategies, materials and messaging (both internal and external).
- Develop, plan and execute web, email, social media and digital communications campaigns.
- Assist as 'Webmaster' for CHF website and the I Heart Home YYC website as well as other online properties as needed.
- Support communication work related to engaging with external stakeholders including all four orders of governments, agencies, donors, employees, clients, researchers, other cities and community groups.
- Build and maintain a strategic media presence that allows CHF to further engage with its audiences.
- Coordinate the creation and delivery of press releases, media relations content, case studies, briefing reports, white papers, executive bios, corporate newsletter content, social media content and speaking proposals/PowerPoints.
- Identify, develop and execute communications strategy for key media contacts.
- Develop fresh story ideas, coordinate media interview and conduct extensive media outreach.
- Maintain media contact database.
- Create and edit a wide range of communication materials, including speeches, web content, newsletters and edit materials from other CHF departments, including the copyediting, proofreading and revision of communications.
- Ensure compliance with CHF graphic and brand standards.
- Promote CHF through public relations initiatives.
- Coordinate the development of marketing communications campaigns and leadership materials.

## Education and Experience

The ideal candidate will have the following qualifications:

- University degree or diploma in Communications or Public Relations or related area is preferred; in lieu of degree or diploma consideration will be given to candidates with equivalent work experience
- Four to six years relevant experience in communications, marketing, or public relations
- Strong understanding of media relations, strategy and best practices
- Excellent project management and organizational skills
- Ability to work on multiple projects simultaneously
- Strong understanding of current online marketing concepts, strategy and best practices
- Excellent project management and organizational skills

- Ability to work on multiple projects simultaneously
- Experience in HTML/CSS, SEO, PPC, email marketing, and social media
- Solid working knowledge of WordPress, Microsoft Office Suite and similar cloud-based software
- Maturity, judgment, and self-confidence to effectively interact with a variety of stakeholders including media, agencies, government bodies, donors and internal staff;

## General Competency Requirements

**Culturally Congruent:** A passion for, belief in and communication of CHF vision, mission and values. Demonstrates a strong service ethic and customer service approach.

**Teamwork:** A demonstrated ability to work autonomously, independently but is also an open and collaborative team member willing to share information, knowledge and experience;

**Collaborative and Collegial:** Works well with others, whether at the most senior levels, with direct reports or with others across the organization. Understands how to work with the community in a collaborative manner.

**Analytical:** Able to quickly assess situations, build appropriate plans and execute those plans flawlessly.

**Results Oriented:** Sets high standards of performance including setting goals and priorities that maximize available resources to deliver results against the CHF direction, objectives and public expectations. Will monitor progress and make adjustments as necessary on an ongoing basis.

**Project Management Skills:** Proven strong project management skills with ability to multi-task and set priorities within tight timelines.

**Enhancing Organizational Image:** Focus on building and protecting the image, reputation and long term interests of the CHF including promoting the CHF's reputation as a leader in ending homelessness.

**Resource Management:** Is able to identify, obtain and effectively allocate resources required to achieve CHF goals and applies appropriate resources to problems and opportunities.

**Credibility:** Demonstrated ability to build organizational trust in professionalism, expertise and ability to create solutions and deliver desired outcomes.

**Honesty & Integrity:** Demonstrates the highest levels of honesty and integrity in all dealings with internal and external stakeholders.

Please note that the Calgary Homeless Foundation requires the successful candidate to provide a police information check as a condition of employment.

**Application Deadline is Thursday August 23<sup>th</sup> at 4:00 PM**

**Please submit your resume and cover letter to: [careers@calgaryhomeless.com](mailto:careers@calgaryhomeless.com)**