

## **Title: Communications Lead**

**Location:** Edmonton, Alberta

**Salary:** \$61,330.88

**Reports to:** Executive Director

**Application deadline:** June 20, 2025

**Anticipated Start date:** July 14, 2025

**Anticipated End date:** March 31, 2025 (possibility of renewal pending grant funding)

**Scope of Position:** Reporting to the Executive Director at ACGC, the Communications Lead will be responsible for leading communication activities and the promotion of events to engage Albertans on international cooperation within the Inspiring Action for Global Citizenship project.

### **Key Responsibilities**

- **Strategy and Vision:**
  - Lead the implementation of the ACGC Communications Strategy, including supporting the ACGC team as a whole to align their work within the broader look and feel of the council, and alignment with the broader objectives of the ACGC Communications Strategy
  - Lead iterations of the ACGC Communications Strategy where and when needed, working closely with the ED and the ACGC team to ensure ongoing responsiveness to programmatic, community and organizational realities.
  - Update and execute a program communications strategy in line with current and best practices to effectively engage target audiences with key messages on global social justice, including a focus on promoting the UN SDGs, and gender equality, applying an anti-oppressive, anti-racist lens to all communications.
  - Ensure relevant, timely, and accurate information from ACGC programming and members is communicated to key audiences in an effective, strategic manner
  - Create workflows to ensure information flowing from various sources is streamlined and shared in an effective and efficient manner.
  - Work with vision and creativity in carrying out communications activities, providing support and guidance to program staff to ensure greater engagement and impact of programs, campaigns, and events.
- **Bulletins/Listserv:** Curate content, design, and distribute regular monthly e-bulletin maintaining and increasing contact lists, listserves in compliance with CASL legislation and organizational practices to ensure timely removals and additions. Provide guidance and coordination to staff creating and distributing other bulletins, including the youth, sector, and teacher bulletins, to ensure consistency in layout, messaging, branding, and curated content is targeted to the specific audience.
- **Website Creation and Management:** Proactively adapt, maintain and update ACGC's various websites on an ongoing basis, updating/removing content, providing troubleshooting, ensuring relevance, consistency across the site, and SEO optimization. Assign duties and provide guidance to colleagues to maintain program-specific content on subpages, ensuring clarity, consistency and best practice.
- **Graphic Design:** Design engaging and effective print and digital communication materials for all organizational programs, including event promotions, social media campaigns, e-newsletters, flyers, posters, annual report, donor reports, policies, presentation templates, and other key pieces as needed. Support staff to create on-brand and engaging visual graphics or materials for program events where applicable.
- **Social Media:** Ensure effectiveness and increase reach of organization's various social media channels, by producing relevant content, sharing relevant content from stakeholders, and using new channels as appropriate | Develop and implement social media content strategy, increasing audiences through targeted engagement strategies, and selecting key performance indicators to measure success on each

platform (including Facebook, Instagram, LinkedIn, Youtube), increasing reach through creating, sharing and reacting to relevant content.

- **Writing and Copy Editing:** Draft and edit formal communication pieces for various audiences, including formal letters, press releases, strategic communications, invitations, opinion pieces, and reports. Support staff and the executive director in copy-editing pieces for programming and organizational purposes.
- **Event Communication and Support:** Create on-brand presentations and materials for ACGC events and programs, and/or review those created by staff to ensure brand consistency. Coordinate with programming staff to, where logical, attend ACGC events and document with photos, video, and manage live streaming and/or hybrid event execution, to amplify impact.

## **Key Annual Campaigns**

### **Lead**

Lead the design and delivery for the following campaigns:

- Top 30 Campaign (supporting the Youth and PE Lead):
  - Working with the Youth and PE lead, and clarifying project details:
    - Lead the design of the campaign through the visual design concept, curation and production of content, web design, and editing of written submissions and other materials, including process and event promotion.
    - Develop a media campaign and communications strategy, including the creation of media kits, media releases, and resource materials for the Top 30 Under 30
- Annual Conference (supporting the Executive Director and the Learning and Engagement Manager)
  - Working with Executive Director:
    - Design the look/feel of ACGC's annual conference
    - Create promotional materials and campaign to drive registration
    - Create annual conference package and webpage
- Annual weeks, months, international campaign days:
  - Working with the ED:
    - In alignment with the ACGC Communications Strategy, map out all key campaign days and months for promotion across ACGC social media
    - With oversight of the ED, create all content, including copy and design, for key campaign days and months
- IDW social media campaign
  - Working with the Membership and Community Engagement Lead:
    - Create promotional material for IDW events, drive promotion and registration
    - Communicate IDW events to Global Affairs
    - Attend member events, document and create engaging content

### **Support**

Support the Learning and Engagement Manager, the Youth and PE Lead and the Membership and Community Engagement Lead to align the following campaigns with ACGC Communications Strategy:

- Summer Global Connect Campaign (led by Youth and PE Lead)
- Giving Tuesday: Stories (led by Youth and PE Lead, supported by Membership and Community Engagement Lead and Communications Lead)
- Together Storytelling (led by Youth and PE Lead, supported by Communications Lead and Membership and Community Engagement Lead)
- Confluence Leadership summit (led by Membership and Community Engagement Lead)

### **Advocacy**

- Support the Executive Director with the process of developing and implementing the organisation's advocacy strategy
- Identify, develop and utilise advocacy channels for the organisation to achieve relevant advocacy objectives

- Undertake and support media outreach efforts to support ACGC's advocacy strategy including generating social media and website content

#### **Administration, Monitoring, and Reporting**

- Capturing quantitative and qualitative data on an ongoing basis for internal and external reporting
- Analyse communications reach and impact using a variety of analytic tools, and create organizational and donor reports following established M&E reporting systems.
- Maintain a communications calendar highlighting upcoming communications tasks and deadlines
- Oversee communications quarterly meetings to strategize and plan various communications tasks based on programming needs
- Be responsible for working within ACGC's financial policies and budget as assigned to the various areas of programming under this job description.
- Create and review invoices, reimbursements, expense reports, and cheque requisitions for the various areas of programming under this job description
- Submit expenses for reimbursement in a timely and organized fashion
- Maintain organized and comprehensive paper and electronic files.
- Support the maintenance of a welcoming, clean and tidy office environment
- Procure vendors and materials for program as needed, following organizational policies and guidelines
- Support ACGC program staff in carrying out communications related organizational activities where necessary
- Other administrative duties as required

#### **Key Working Relationships**

This position reports to the Executive Director. This position works directly with all ACGC staff to support communication needs for all programming.

#### **Decision Making**

This position is responsible for presenting activity proposals and budgetary requirements for communication campaigns for approval.

#### **Supervisory Responsibility during contract period:**

- Number of direct reports: 0
- Number of indirect reports: 0