



**Position:** Brand and Communications Coordinator, Full Time

**Want to do work that makes a difference?**

We work to change lives. Check out our mission, vision and values on our website. Don't forget to read about how we work with our participants to make a difference.

Momentum staff are expected to work cooperatively with others; demonstrate flexibility in organizing work; have good communication skills; and demonstrate thoughtfulness in decision making. As a learning organization Momentum staff are also expected to continuously develop professionally and personally.

Staff must be non-judgmental and receptive in approach and reflect genuine concern, respect and commitment towards the individual, family and community.

**The Organization:**

Momentum is an award winning and nationally recognized community economic development organization utilizing innovative approaches to poverty reduction. We're striving to be an employer of choice and were selected as one of Alberta's Top 70 Employers for 2016. We provide competitive compensation and benefits with an unparalleled work environment. We're professional and diverse so you'll find a range of people and backgrounds working here anywhere from an MBA to Social Work and everything in between. We're serious about our work but we don't take ourselves too seriously and love to celebrate and have fun along the way. We have high standards within a supportive setting that allows us to achieve a lot and have meaningful impact in the community. We're good corporate citizens with sustainability being one of our values and take care to reduce our environmental footprint.

If this sounds like a place where you would want to work, please review the position below to see if there's a fit with your skills and experience.

**Key Responsibility Areas:**

- Communications strategy creation and implementation (online and offline)
- Strategic communications projects
- Media relations coordination
- Annual General Meeting event design and implementation
- Annual report project coordination
- Digital marketing strategy

**Primary Relationships:**

- Community Engagement Director (Supervisor)
- Marketing Coordinator
- Resource Development Assistant
- Project Contractors

**Objectives:**

1. Communications strategy creation and implementation (online and offline)
  - a. To help build and steward a Momentum brand that is compelling and consistent for Momentum stakeholders (partners, donors/funders, participants, staff).
  - b. To increase awareness of Momentum's work among current and prospective Momentum stakeholders.
  - c. To adhere to legal standards and guidelines specifically related to communications.
2. Strategic communications projects (e.g. leverage the new website, guide roll-out of brand refresh)
  - a. To provide leadership and coordination for strategic, organization-wide communications projects.
3. Media relations coordination
  - a. To respond to media inquiries in a timely and professional manner, in order to become a go-to candidate for media stories on topics relating to Momentum's work. Be a spokesperson for Momentum as appropriate.
4. Design of Annual General Meeting event
  - a. To produce a high-quality AGM event that is well attended as well as memorable/inspirational for attendees.

5. Annual report project coordination
  - a. To produce an annual report that is useful and inspiring for key Momentum stakeholders.
6. Digital Marketing
  - a. To develop a comprehensive digital marketing strategy for Momentum, determining goals for our various platforms and developing a sustainable content-creation plan that produces measurable results.
  - b. To ensure Momentum is using the right social media platforms and engaging with users on those platforms in a way that generates valuable interactions and transactions.
  - c. To ensure the website and blog are used in a way that supports achievement of department and organizational marketing goals.

## **Major Responsibilities**

### **Communications strategy creation**

Brand leadership and awareness building

- Designs and facilitates an engagement process through which concise, connected and clear plans are created for Momentum's marketing and communications work.
- Leads an annual refresh on the marketing and communications plan.
- Ensures internal and external stakeholders are aware of the plan and know how to fulfill their role in it.

Adhering to legal standards

- Work with Information Manager to ensure systems and procedures are in place for tracking consent for electronic communications.
- Ensure updated lists are used for each electronic communication send out (reflective of updated consent).
- Ensure staff are aware of CASL requirements and provide support for staff in meeting these requirements.
- Provides orientation and training to Momentum staff on communications standards/processes and lends support when standards are not met.
- Ensures processes are in place and communicated throughout organization for media releases and consent forms.

### **Media relations coordination**

- Is the point person for media inquiries
- Responds to media inquiries within 24 hrs.
- Directs media inquiries to the proper individuals at Momentum or from the Momentum community (e.g. Participants).
- Prepares and confirms key messages and briefs designated spokesperson
- When required acts as spokesperson
- Keeps his/her media training up to date and recommends training protocol for relevant staff.
- Coordinates relationship building efforts with certain media stakeholders.

### **Annual General Meeting (AGM) event design and implementation**

- Leads the event design, which involves, working with the leadership team to set goals for the event, designing key event messages, recruiting speakers, and creating points of engagement for attendees within the program.
- Oversees event logistics, with the support of the Marketing Coordinator and Resource Development Assistant. This involves relationship management with the venue, handling RSVPs, coordinating staff volunteers, designing and sending out invitations, and post-event communications.
- Keeps event within the budget set
- Work with Executive Assistant to ensure legal AGM requirements are addressed and met through the event.
- Work with the Membership staff lead to determine how to engage members through the event.
- Work with Business Development staff to ensure event design provides a positive experience to trades show participants.

### **Annual report project coordination**

- Coordinate the design and content of the annual report.
- Work with contractors (if necessary) to deliver a quality result on budget.
- Coordinate with Momentum staff and stakeholders to ensure the report is distributed to the right audiences and leveraged as a communications tool.

- Consult with leadership team (and/or other key internal stakeholders) to help set the direction/theme for the report. Provide leadership team ample time to review drafts and provide feedback.

### **Digital Marketing Strategy and online content coordination and delivery**

- Plan and execute a comprehensive digital marketing strategy that meets the needs of our four core audiences: prospective participants, prospective staff, donors and employers.
- Ensure the website is optimized to provide a high-quality user experience.
- Advance the organization's technology roadmap by partnering with staff to deliver projects that involve the website or other online platforms.
- Monitor website analytics to develop CQI actions. Share findings with Community Engagement Director.
- Coordinate blog and social media content to meet specific audience goals. This involves both the writing of posts as well as building the capacity of others in the organization to post (blog, Twitter, Facebook etc.).
- Provide quality control for website and social media platforms.
- Ensure social media activity is connected to a larger social media engagement strategy (see Communications Strategy Creation section).
- Acts as key liaison with Usersupport and outside consultants for technical support.
- Works with contractors to ensure website and social media security is rigorous and meets our high standard.
- Oversees ongoing website, blog and social media platform maintenance.

### **Special communications projects**

- These projects will vary year to year. Examples might include branding projects, website overhauls, special anniversaries etc.
- Usually, these are projects that are organization wide in scope (ie. Tell a broader story) and have the opportunity to make a major impact on our brand or recognition in the community.
- Ensure that large non-annual projects have the time and attention they need to be successful.

### **Departmental & Community Involvement**

- Act as back-up for Marketing Coordinator as needed.
- Attend Core meetings and general staff meetings, the board/staff retreat, the AGM and other organizational events.
- Be involved in Momentum initiatives of interest as capacity allows or is applicable to the role.
- Participate in cross-organizational committees.
- Participate in the small task sign up.
- Attends graduations or events celebrating participant and program success periodically throughout the year.

### **Skills and Qualifications**

- Minimum 5 years of experience in a marketing/communications role.
- Experience developing and executing multi-audience marketing strategies across digital and print channels.
- Relevant post-secondary degree: Bachelor of Commerce with a preferred specialization in Marketing or Communications. Will also consider relevant diploma with equivalent work experience.
- Excellent organizational, communication, interpersonal, planning and writing skills.
- Effective team building skills required; ability to work with a wide variety of individuals by using tact, diplomacy and flexibility and can resolve conflict effectively
- Ability to work independently with minimal supervision
- Ability to work under pressure without compromising compassion and professionalism
- Critical thinking and problem-solving skills
- Graphic design experience an asset
- Working knowledge of InDesign, Photoshop, Illustrator, WordPress would be an asset
- Project coordination experience
- Experience with coordinating an online or social media presence an asset.
- Event coordination experience
- Sensitive to needs of persons with low literacy and/or English as a Second Language (ESL) when creating written materials
- Strong computer skills in MS office: Word, Excel, Outlook
- Ability to pick up software and online applications quickly
- Demonstrated dependability and reliability
- Ability to take initiative
- Availability to work occasional evenings is required

**To apply:**

Please forward resume with covering letter:

**Via e-mail to: [job@momentum.org](mailto:job@momentum.org).**

State competition number in subject line of email.

Attention: Hiring Committee

**Competition Number: MOM0401**

Closing Date: Until suitable candidate is found

Applicants must state salary expectations in their cover letter.

Momentum is an equal opportunity employer. Persons from diverse groups are encouraged to apply. We wish to thank all applicants for their interest, however, only those selected for interviews will be contacted.

To see why Momentum is a great place to work and what we have to offer visit [www.momentum.org](http://www.momentum.org)