

Flourish with Carya

At **carya**, we know that the strength of our community is rooted in its people.

That's why we've dedicated more than 100 years of service to creating healthier, more connected communities in Calgary.

With 40 program offerings for individuals and families, we provide a full spectrum of interactive counselling and development services for people of all ages — from babies to youth to older adults — and their support network.

Our highly skilled team encourages Calgarians to discover their full potential and build flourishing relationships with their families and community.

Communications Specialist (HR276)

Full Time (1.0 FTE, 35 hours/week) 1 year Maternity Leave

Salary commensurate with experience

Competitive benefits package

Position Summary

Our strength is our people, who together with their diverse backgrounds create a workplace where excellence is valued and the atmosphere is both collaborative and forward-moving. Presently we are looking for a skilled communications professional to advance the visibility of **carya** and its mission within Calgary.

Reporting to Director of External Relations, the Communications Specialist will manage the external communications of the agency including support for agency philanthropic planning. This person will focus on telling the agency's story and developing community affinity for, and support of, the incredible work **carya** accomplishes while impacting the lives of over 40,000 Calgarians annually.

- Help develop, plan, and execute integrative communication strategies which meet the needs of the agency and its stakeholders to build awareness in line with the developed strategic plan
- Manage the design and development of all external communication materials including such things as: key messages, brand awareness, annual reports, donor materials, media releases, blogs, fact sheets, etc.
- Coordinate **carya**'s online profile including website(s) and social media; ensure content is proactive, current, timely and relevant and monitor communications trends; engage members of the agency in contributing to the online profile
- Craft communications messaging for the agency and its staff
- Build media relationships to generate greater awareness of **carya** and work closely with staff to uncover strategic opportunities that leverage media to tell **carya**'s story

Flourish with Carya

- Support philanthropic communications needs in a donor centered fundraising program including direct mail, grant, case writing and crafting of donor messaging
- Encourage a philanthropic culture in all communications planning and materials
- Maintain **carya** Graphic Standards to preserve brand integrity
- Manage multiple concurrent projects including objectives, timelines, content and budgets; provide communications expertise and leadership to support personnel
- Play an integral role in all event planning and execution as the communications lead

Qualifications & Experience

- Bachelor's degree or diploma/certificate in Communications, Public Relations, Marketing or equivalent
- At least 3-5 years experience in a communications role
- Strong ability to think outside the box and develop creative solutions to challenges
- Strong organizational abilities and experience balancing multiple projects
- Superior written and oral communication skills with attention to detail
- Ability to maintain open and responsive communications with others
- Social media, WordPress and Constant Contact experience necessary
- Demonstrated proficiency in Microsoft Office applications
- Experience with Adobe Creative Suite is required

Closing Date

August 27th, 2018

If you are seeking a genuine challenge in a workplace where excellence is valued and the atmosphere is supportive, please send your résumé to:

carya Human Resources

200, 1000 8 Ave. SW

Calgary, AB T2P 3M7

E-Mail: hr@caryacalgary.ca | Website: caryacalgary.ca

*We appreciate the interest of all candidates,
but only those selected for an interview will be contacted.*