

POSITION

Communications Coordinator

STATUS

This is a full-time permanent position. Salary is to be negotiated.

DESCRIPTION

The Alzheimer Society of Manitoba is seeking a highly motivated, well-organized and dynamic individual to join the communications team. The successful applicant will be responsible for the coordination and production of communications material supporting the Society's programs, events and campaigns. This includes print, e-communications, website, social media, audio visual, video production and media relations material.

ORGANIZATION

The Alzheimer Society of Manitoba is a charitable organization that provides valuable programs and services for those who are touched by dementia, while funding research to help find a cure. The Society offers supportive counseling, family and public education, professional education, support groups, MedicAlert® Safely Home®, advocacy and research funding. The goal is to create an informed and supportive public, thereby enhancing the quality of life for people affected by dementia.

RESPONSIBILITIES

1. Communications Material

- Write, design and oversee production of material supporting annual fundraising and program events including print (e.g. brochures, posters and postcards), audio visual, video production, media relations, social media and speeches.
- Write, design and oversee production of the newsletter, annual report, program material and organizational material (e.g. brochures, letterhead, and banners).

2. Website and E-marketing

- Update and maintain Alzheimer Society of Manitoba website content.
- Create, update and maintain micro-sites for fundraising and program events.
- Write, design and oversee production of monthly e-newsletter publication.
- Manage e-marketing campaigns for fundraising and program events.
- Analyze website and e-mail statistics to review effectiveness of current strategies and make recommendations for others.

3. Social Media

- Manage and monitor all social media including Facebook, Twitter, YouTube, Pinterest and Instagram.
- Maintain and update monthly Facebook e-newsletter.
- Track and record social media statistics.
- Research social media advances and make recommendations.

4. Media Relations

- Promote and market annual events to radio, television and print media.
- Create PSAs, media releases, invites and pitches, radio and print advertising, feature articles and other public relations materials as required.
- Manage and update media lists.
- Monitor media on a daily basis and track monthly for growth and activity.

QUALIFICATIONS

- Diploma or degree in communications.
- 1-3 years of experience in a communications role.
- Advanced knowledge of Microsoft Office, Adobe Creative Suite, CMS websites, FTP and html coding.
- Excellent communications skills including planning, writing, editing and formatting a wide variety of print and electronic materials.
- Excellent graphic design skills with a thorough understanding of marketing, design and print industries.
- Experience in media relations.
- Proficient in video production.
- Excellent understanding of social media.
- Ability to multi-task and meet tight deadlines.
- Strong leadership and project management skills.
- Ability to work independently and within a team environment.

TO APPLY:

Please forward your resume and cover letter to the Alzheimer Society by e-mail to alzmb@alzheimer.mb.ca.

- Applicants must include a cover letter which clearly states how they meet the requirements and qualifications for the position along with a resume.
- A relevant skills list should be included in the resume.
- Please include salary expectations.
- Applications will be accepted until **Friday, April 18, 2014**.

* Candidates selected for an interview will be required to bring a portfolio.