

Communications and Stakeholder Relations Strategist

2-year Fixed-term Contract, Starting April 2024

United Way of Calgary and Area is looking for a Communications and Stakeholder Relations Strategist to join the [Healthy Aging Alberta](#) team. If you are passionate about your community, aspire to make a provincial impact, thrive in a fast-paced environment, and want to make a difference, then we're looking for you!

This position will be part of the staff team of Healthy Aging Alberta, a new provincial initiative led by a [Community Leadership Council](#) and backed by United Way of Calgary and Area (UWCA). The initiative is focused on developing a unified and coordinated community-based senior serving sector in Alberta that is championed by and integrated into the larger seniors' continuum of services and supports.

The Communications and Stakeholder Relations Strategist will report to the Healthy Aging Alberta Manager and manage all initiative communication, including supervision of the management of the Healthy Aging CORE Alberta digital knowledge hub, to support the strategic objectives of the HAA with a focus on strategy development and implementation. This role will be responsible for generating HAA messaging to be used across all communication platforms by the HAA staff team and Community Leadership Council for various audiences to ensure standardized, clear communication about the work and its objectives. This position will report to the HAA Manager and work closely with the HAA Provincial Director, other members of the HAA staff team, and the Community Leadership Council.

What you will do

- Collaborate with the HAA staff team and the UWCA marketing and communications team to lead the development and implementation of communications and stakeholder relations strategies to meet HAA's strategic objectives.
- Standardize and continue to evolve the HAA voice, brand, and key messaging and support the staff team and Community Leadership Council in effectively using them.
- Collaborating with the Manager and the Provincial Director, generate messaging and presentations for various audiences, including government at all levels, supporting HAA's Strategic Plan and Stakeholder Relations strategy.
- Supervise the work of the Communications and Engagement Specialist and collaborate on the development of messaging for key communication platforms such as the newsletter and HAA's LinkedIn channel.
- Collaborate with the Communications and Engagement Specialist and the marketing and communications team to implement best practices in marketing automation related to email marketing.
- Write and edit initiative materials, reports (e.g., annual and funding reports), proposals, and presentations, ensuring accuracy and alignment with the HAA brand.
- Collaborate with the Communications and Engagement Specialist on communications related to delivering virtual and in-person events such as training, community forums, webinars, and conferences.
- Support program evaluation through ongoing data collection and regular reporting.
- Continuously refine processes to enhance the efficiency and effectiveness of business processes.

What you will bring

Experience:

- Post-secondary education in communications or a relevant field
- Minimum 7 years of experience in communications working on community-focused initiatives
- Experience managing consultants and vendors
- Experience managing and supporting staff through a strength-based approach
- Experience with email marketing, digital platforms, marketing automation, an asset
- Experience in community-based efforts to improve the health and social connections of adults, an asset

Attributes:

- Exceptional interpersonal and communication skills (written and verbal) with a broad range of audiences, including government and rural audiences
- Excellent storytelling skills with the ability to engage both the hearts and minds of different audiences through concise and effective communication strategies through various media (e.g. written materials, videos, etc.)
- Exceptional written communication and editing skills with experience in copywriting and content development
- Strong project management and business process development and implementation skills
- Strong computer literacy skills in MS Office Suite, Contact Relationship Management, SharePoint, and Teams
- Ability to work in a collaborative environment, obtain clarity on direction/perspectives, and take action
- Ability to get things done in a fast-paced environment, embracing ambiguity, change, and iteration
- Knowledge of and commitment to community development principles and approaches

United, we make the biggest difference.

United Way is a not-for-profit organization that has played a vital role in our community for over 80 years. As a social impact organization, our mission is clear: we mobilize communities for the common purpose of working together to create lasting social change.

In addition to meaningful work where you can have an impact, United Way also offers a comprehensive compensation and benefits package, a hybrid work environment, and flexible working hours.

Our Commitment to an Inclusive Culture

We are committed to creating an inclusive culture where everyone feels valued and respected, and that reflects the diverse community we serve. We welcome applications from all qualified candidates and encourage candidates with diverse backgrounds, experiences, styles, and abilities to apply. If you require accommodation at any stage of the hiring process, please let us know.

Our Commitment to Health and Safety

At United Way we are committed to protecting our team, our clients, and the community we serve by providing a safe and healthy workplace. We will follow all health and safety guidelines in accordance with the Occupational Health and Safety Act of Alberta and Alberta Health Services guidelines.



To Apply

Send **cover letter with salary expectations, and resume (PDF)** to hr@calgaryunitedway.org.

The position is open until a suitable candidate is found.

Subject Line: Communications and Stakeholder Relations Strategist – Your Name.

To learn more about the United Way of Calgary and the Area, please visit our website at www.calgaryunitedway.org.

We thank all applicants for their interest and effort in applying for this position. However, only those being considered will be contacted