

Senior Communications Specialist (Executive Communications)

Permanent, Full-time

At United Way of Calgary and Area, we believe that united, we make the biggest difference. We're strongest when we come together to improve local lives and communities—and when we come together as a team, we passionately propel our mission forward. We're currently looking for a Senior Communications Specialist to join our team.

Reporting to the CEO, the Senior Communications Specialist provides strategic writing and communication support to the executive leadership team at United Way. A proven high performer with extensive experience, this role will deliver end-to-end communications plans and develop exceptional content that supports the executive team in delivering key business objectives. The Specialist will collaborate with various internal and external stakeholders to understand the business and to inform communication planning. This position is primarily a communications planning and writing role.

The ideal candidate must be an energetic self-starter who brings a creative approach with a keen eye to strategy. They must have the ability to take complex information and distill this into high quality and compelling messaging for a variety of audiences, with an uncompromising eye for attention to detail. This individual must display discretion, with the ability to work with highly confidential information. If you are passionate about your community, aspire to make an impact, thrive in a fast-paced environment, and want to make a difference, then we're looking for you!

What you will do

- Lead communications delivery for complex, cross-functional, high-impact strategic projects that may contain a high level of sensitivity. Develop internal and external communications plans, tactics and metrics, working in collaboration with the executive sponsor. Using a variety of channels, prepare key messages to inform and engage audiences, including employees and the Board of Directors.
- Model communications best practices within the organization, demonstrating expert writing skills and a broad and deep understanding of United Way and its mission.
- Ensure all communications materials reflect United Way's culture, values, brand, and leadership voice in a consistent manner.
- Act as a trusted advisor to the executive leadership team by building strong relationships and demonstrating a high level of integrity.
- Serve as a key translator of complex ideas by quickly understanding context, priorities, and nuance, and producing high-quality written communications.
- Liaise regularly with the Marketing & Communications team to ensure strong cohesion with other marketing, communications and brand strategies.
- Leverage resources, relationships, and strong research capabilities to develop comprehensive communications for key projects. Incorporate change management principles into communications planning.
- Assist in developing strategic keynote addresses, key messages and speaking notes for members of the executive team.

What you will bring

Experience:

- Undergraduate degree in communications, marketing, journalism, or advertising. An Accredited Business Communicator designation considered an asset.
- Minimum 10 years' experience in corporate communications, and/or internal communications with demonstrated experience writing at an executive level and for Boards.
- Proven expertise in developing strategic communication plans and content strategies to achieve organizational objectives.



- Working knowledge of Microsoft Office suite of products, including SharePoint and Copilot.
- Change management experience considered an asset.
- Graphic design and video content creation capabilities considered an asset.

Attributes:

- Ability to translate complex concepts and strategies into easily understood language that resonates and connects with a variety of audiences.
- Demonstrated ability to embrace ambiguity and make the best decision based on the information available in a fast-paced and fluid environment.
- Ability to manage multiple and diverse projects while meeting project deadlines.
- Politically astute; understands organizational dynamics, stakeholder interests, and decision-making processes, and adapts approach accordingly.
- Embraces change and is highly adaptable, with the ability to go in a new direction as information evolves.
- Strong interpersonal skills and ability to work as a team player with diverse groups.
- Highly organized with strong attention to detail.
- High degree of integrity, showing discretion in dealing with highly sensitive and confidential information.

Work Environment

Our team values the flexibility that hybrid work offers, while also recognizing the importance of in-person collaboration. Our office is located in Calgary and employees are expected to work in the office on Tuesday, Wednesday and Thursday. Our hybrid approach strengthens our culture of collaboration, innovation and learning while being flexible where possible.

United, we make the biggest difference

United Way is a not-for-profit organization that has played a vital role in our community for 85 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, benefits and time off package, a hybrid work environment, and a variety of professional development opportunities.

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.

To Apply

Send **cover letter, resume and salary expectations** by 4:00 pm January 22, 2026 to **hr@calgaryunitedway.org**

Subject Line: Senior Communications Specialist - 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.