

Senior Communications Advisor 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 Advisor to join our MarCom team.

Reporting to the Director, Content & Communications, the Senior Communications Advisor is responsible for supporting the development and execution of integrated communications strategies that elevate United Way and the work of the agencies and partners we support. The successful candidate will be a strategic communicator and writer and a compelling storyteller, with a deep commitment to surfacing human stories that demonstrate real impact. They will support the development of these stories across platforms and work closely with the Director to support and enhance media relations. This position focuses on strategy and planning.

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.

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 integrated communications strategies aligned with organizational priorities and community impact goals.
- Lead annual reports processes.
- Advise senior leadership on messaging, positioning, and reputational risk.
- Shape and steward the organization's narrative across all audiences.
- Define messaging frameworks that unify campaigns, storytelling, and brand voice.
- Support the development of annual media and public relations strategy in partnership with VP Marketing & Communications, Director Communications and PR Consultant.
- Lead proactive risk reputation, issues management and crisis communications when needed.
- Position the organization as a trusted voice on key social issues.
- Set benchmarks and prepare media monitoring reports for distribution.
- Use data and audience insights to refine strategy and improve impact.
- Establish KPIs that reflect both reach and meaning.
- Write speeches, op-eds and thought leadership content for senior leaders that reflect organizational priorities and amplify community insights.

- Oversee sponsored media and advertorial strategy and production in partnership with MarCom executive.
- Mentor communications team members.

What you will bring

Experience:

- Post-secondary degree in communications, marketing, journalism, public relations or a combination of related education and experience.
- 5+ years progressive experience in corporate communications and/or media relations.
- Experience working with executive leaders in support of communications and public engagement strategies.
- Proven expertise in developing strategic communication plans and content strategies to achieve organizational objectives.
- 2+ years' experience leading communications tied to business strategy

Attributes:

- Must possess excellent verbal and written communication skills.
- Proven ability to build and execute strategic communications and content strategies.
- Advanced writing and storytelling skills. Ability to translate complex concepts into easily understood language that resonates and connects with others.
- Demonstrated ability to engage cross-functional teams and drive collaboration in complex organizations.
- Strong project management skills and exceptional attention to detail.
- Self-motivated with a positive and professional approach.
- Ability to manage multiple and diverse projects while meeting project deadlines.

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 May 13, to hr@calgaryunitedway.org

Subject Line: Senior Communications Advisor – 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.