



Position Description

Communication and Community Engagement Specialist

32 hours per week

Open until a suitable candidate is found

Edmonton Community Adult Learning Association (ECALA) is a granting council which provides funding and support to non-profit organizations that offer non-credit, part-time adult foundational learning and literacy initiatives. ECALA promotes the value of lifelong and adult foundational learning and literacy through our vision. “Everyone can learn.”

This position will support the Executive Director with internal and external communication, literacy and foundational learning community engagement and awareness raising.

Key Responsibilities Communications:

- Develop and implement an annual internal communication plan using better practices (reflective practice, strength-based and appreciative inquiry theory, etc.) and ECALA Branding Guide.
- Develop and implement an annual external communication plan using better practices (grant recipients, CALPs and community partners) using ECALA Branding Guide.
- Develop and implement an annual social media plan including a calendar of content for posting on the ECALA website, twitter, and other social media (content - awareness raising; relevant, practical)
- Lead and/or coordinate, implement updates and changes to shared drive, SharePoint, related to internal and external communications.
- Manage the ECALA website including content creation, updating, managing membership log in, learning opportunity directory, resources, gravity forms and acting as primary contact with web developers and designers.
- Contribute to two e-newsletters to grant recipients and stakeholders on leadership, literacy and foundational learner resources, research, training, and other relevant information.
- Make weekly contributions to new information for ECALA resource page.
- Create and design branded materials such as pamphlets, tip sheets, programs, event posters, etc. using content shared by ECALA staff and committees
- Responsible for administration, tracking and follow up of action items from staff meetings.
- Assist the Executive Director in Special Communication and design projects

Key Responsibilities Community Engagement:

- Assist ECALA staff with events and special projects to raise awareness and engage community (i.e. Learner Profiles, Impact Reports, etc.)
- Assist Executive Director with membership payments and voting records
- Assist Executive Director with administrative responsibilities for staff meetings and training
- Prepare letters and emails for the Executive Director.
- Assist with creating and revising operational, policy documents and resource manuals. Keep instructional guides up to date (MailChimp, WordPress, Gravity Forms, SharePoint, Online filing system, Zoom).

June 7, 2022



- Respond and follow up to inquiries by email or phone including knowledgeable referrals.
- Attend ECALA funded programs and stakeholder meetings when requested
- Perform responsibilities and duties within ECALA Bylaws, Policies, Guidelines, and Strategic Directions
- Complete other related duties as required

Required Knowledge, Skills, and Abilities:

- Strong proficiency with Microsoft Office Applications (Outlook, Word, Excel, PowerPoint, Publisher)
- Experience and proficiency in using SharePoint Apps, MailChimp, Gravity Forms, WordPress, Adobe, CANVA, and other design software
- Experience and accuracy in drafting correspondence, website posts, blogs, and producing and e-newsletters, social media and website content.
- Experience in using web-based virtual meeting software including Zoom, Teams and Google Meets
- Ability to work well in a self-directed manner as well as part of a small team
- Exceptional organization, interpersonal and communication skills including reading, oral, and written
- Knowledge of Diversity, Equity and Inclusion and Intercultural Communication better practices
- Ability and desire to support a positive and healthy work environment through a strong work-ethic and open, honest communication with ECALA staff and stakeholders

Required Education and Experience:

- Diploma or Degree, or course work in related field, such Marketing, Communications, Business Administration
- An equivalent combination of education and related experience will be considered
- Experience working in the non-profit sector is an asset
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- Able to work in ECALA office or hybrid model

Compensation

- Salary range \$41,600 - \$51,584.
- RRSP annual contribution, sick-time, vacation, flexible hours and paid professional development