



## 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 of “a community where 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, etc.).
- Develop and implement an annual external communication plan 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.
- Ensure all communication documents and guides are stored in shared drive and SharePoint.
- Manage changes and updates to 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.
- Coordinate and contribute to the design, content and delivery of two e-newsletters to grant recipients and stakeholders and other external communications.
- Create and design branded materials such as pamphlets, tip sheets, programs, event posters, etc. using content shared by ECALA staff and committees.
- Assist Executive Director with administrative responsibilities for staff meetings and training
- Prepare letters and emails for the Executive Director.
- 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, Resource Fairs, fundraise, etc.)
- 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).
- Respond and follow up to inquiries by email or phone including knowledgeable referrals.
- Attend sector coalition and stakeholder meetings.
- Perform responsibilities and duties within ECALA Bylaws, Policies, Guidelines, and Strategic Directions
- Complete other related duties as required

August 26, 2022



#### Required Knowledge, Skills, and Abilities:

- Strong proficiency with Microsoft Office 365 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, 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.
- 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, or Business Administration.
- An equivalent combination of education and related experience will be considered.
- Experience working in the non-profit sector is an asset.
- 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.

#### Interested?

Email your Resume and Cover Letter to:

Debbie Clark  
Executive Director  
[ed@ecala.org](mailto:ed@ecala.org)

Only applicants who are selected for an interview will be contacted. If the posting is on our website [www.ecala.org](http://www.ecala.org) we are still looking for applicants to fill the position.

August 26, 2022