



Position Description

Communications Specialist

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 technology.

Key Responsibilities:

Website, Design & Technology Administration

- Managing, posting and revising website content, including designing landing pages for awareness-raising campaigns, tools or new online resources and performing software updates.
- Maintaining and administering the online application and reporting platform, learning opportunities directory, and learners support, including assisting with updates and providing user support.
- Assisting in the development and post-production of Podcasts and Webinar training sessions.
- Designing internal and external documents, newsletters, and presentations.

Data Collection and Analysis

- Updating and maintaining shared data systems.
- Generating and analyzing Google analytics, strategic planning, agency evaluation and impact data and providing any required reports.
- Creating and administering surveys and interpreting results to inform evaluation and decision-making.

Communication Plan and Online Media Engagement

- Managing, posting, and procuring content for social media channels.
- Designing and assisting in developing digital newsletters and other digital and print resources (tip sheets, guides, learning materials, etc.).
- Planning and designing the online portion of the awareness-raising and communication campaigns.
- Lead and design adult literacy and communication campaign assets and special projects (resource fairs, Literacy Days, community conversations, etc.).

Administration Support

- Supporting administrative duties for the operations, Board, and staff.
- Coordinating requests and other inquiries made to ECALA from partners and the public.
- Perform responsibilities and duties within ECALA Bylaws, Policies, Guidelines, and Strategic Directions.
- Complete other related duties as required.



The Ideal Candidate Will Have:

Education

- Post-secondary education with an emphasis on digital communications and/or marketing and graphic design. An equivalent combination of education and related experience will be considered.

Experience

- Proven web and digital communications expertise, including social media campaigns, newsletters, online training, and webinars (Technical knowledge and competency in web authoring languages, tools and design software such as HTML, Content Management Systems (such as WordPress, Gravity forms), CANVA, Adobe Creative Suite).
- Proven proficiency with Microsoft Office 365 Applications (Outlook, Word, Excel, PowerPoint, Publisher, SharePoint).
- Experience using web-based virtual meeting software, including Zoom, Teams and Google Meets.
- Exceptionally strong organizational, interpersonal and communications skills (both written and verbal).
- Project coordination expertise, experience creating work plans and managing deadlines.
- Marketing and communication background/experience.
- The ability to work independently and take initiative while being a valued team member.
- Knowledge of Edmonton community agencies and stakeholders involved in adult learning or related activities is an asset.
- Knowledge of Diversity, Equity and Inclusion and Intercultural Communication better practices.

Transportation and Police Information Check

- Valid Driver's license and access to a vehicle. Ability to travel within Edmonton.
- A clear police information check that is less than six months old.

Health and Safety

- Demonstrate 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.

Compensation and Hours of Work

- Annual Salary range is \$41,600 - \$51,584.
- 30 hours per week; Monday to Thursday (except for ECALA Special Events).
- RRSP annual contribution, wellness time, vacation, and paid professional development.

Interested?

Email your Resume and Cover Letter to:

Debbie Clark
Executive Director
ed@ecala.org

Only applicants who are selected for an interview are contacted. If the posting is on our website www.ecala.org we are still looking for applicants to fill the position.

January 25, 2023