



**Employment Opportunity
Communications Specialist
Fulltime Position 40 hours/week
Closing Date: Until suitable candidate is found**

The Calgary Bridge Foundation for Youth (CBFY) is a charitable not for profit youth focused family centered hub that gives power of voice to immigrant and refugee children, youth and families. CBFY is a core leader within the youth domain in the Calgary settlement and integration sector. CBFY works in collaboration with the two public schools in Calgary, Calgary Board of Education and Calgary Catholic School district to ensure that youth and their families are equitably engaged to thrive and not merely to survive. In any given year the organization supports over 13,000 individuals.

Five factors are critical to CBFY's future success. These are 1) quality and sustainability of programming, 2) accessibility to families and individuals, and presence in the community, 3) engaged employees and volunteers, 4) accurately and credibly measured outcomes and 5) impact and expand capacity to meet the need. Employees are evaluated on organizational priorities and the following competencies, measurement, decision making, communication, continuous learning and positive relationships.

Job Objective

- + Reporting to the Chief Executive Officer, the Communications Specialist will be responsible for the development of collateral materials and to collaborate and provide creative ideas to ensure CBFY's brand and message are consistent through all methods of communication.
- + The Communications Specialist will be responsible for communication initiatives that promotes CBFY's programs and lead the strategic communications content while balancing the organizational goals and internal and external stakeholders.
- + The Communications Specialist executes print and digital marketing projects to meet the marketing and communications needs of the organization.

Scope of Duties and Responsibilities:

Communications:

- o Lead communication strategies, aligned with the organization's strategic business plan.
- o Work cross functionally to enhance internal and external understanding of CBFY's work.
- o Working in partnership with stakeholders, develop strategic content that aligns with goals and objectives.
- o Develop and recommend communication strategies and approaches that support the adoption of key messages with a diverse audience (donors, staff, media, and agencies, public).
- o Responsible in designing promotional materials for CBFY: program brochures, banners, posters and annual report.

Media Relations

- o Promote events and programs through social media and execute social media strategies across platforms.
- o Update website blog, write and design the CBFY online newsletter
- o Develop, update and maintain content on CBFY's website and troubleshoot issues as needed.

Event Planning and Fundraising:

- o Lead the organization of the Annual Youth Achievement Awards.
- o Provide support in community outreach and fairs
- o Provide support to internal CBFY events
- o Provide support in fundraising

Administrative

- o Provide support in job postings on different platforms: CBFY website, Indeed, LinkedIn

The duties and responsibilities outlined above are representative but not all inclusive. Other related duties as required.

Qualifications and Requirements

- Post-secondary degree or diploma in communications, journalism, public relations, digital marketing or graphic design
- Minimum 3 years of professional communications, journalism, public relations or marketing experience, (but more is an asset) as well as experience in developing content for both traditional and non-traditional campaigns.
- Past experience working with a non-profit is an asset, as is experience working with analytics
- Proven track record of developing, implementing and evaluating both short and long-term communications plans.
- Ability to manage multiple projects and deliver high quality, accurate products while operating in a fast paced, deadline orientated environment.
- Strong interpersonal skills and ability to work as a team player with a diverse group of professionals
- Excellent oral and written communication; ability to write for multiple audiences, content writing and copy writing skills.
- Ability to work efficiently with minimal supervision.
- Computer proficiency: Microsoft Office including Word, Excel, Outlook and PowerPoint; Internet.
- Advance knowledge of Adobe Creative Suite; Photoshop, illustrator and InDesign
- Working knowledge of WordPress, social media (twitter, Facebook and Instagram), constant contact

Lines of Communication/Accountability

- + Report directly to the CEO.

Benefits

- + Benefits are available upon hire.

Please **submit** your resume and cover letter. We thank all candidates who apply. Only those selected for an interview will be contacted. No phone calls please. The Calgary Bridge Foundation for Youth provides equal opportunity employment and encourages applications from all qualified persons. Visit our website at www.cbfy.ca