



POSITION DESCRIPTION

TITLE: Communications Officer (FTE)

REPORTS TO: Chief Executive Officer

POSITION FUNCTION: *To contribute to the successful operation of the College by supporting the implementation of the organization’s public affairs and communications strategies and operational communication and information activities.*

BENEFITS/SALARY

- Competitive salary and benefits
- Position full-time permanent four-day work week Monday to Thursday
- Remote work model with a requirement to attend periodic in-person meetings and events
- Health Spending Account and Long-Term Disability
- Three weeks of holidays to start, and office closure during Christmas holidays
- We are an equal-opportunity employer with a commitment to diversity and inclusion. We value a collaborative and progressive work culture

KEY AREAS OF RESPONSIBILITY

STRATEGY IMPLEMENTATION – 20%
<ul style="list-style-type: none">• Support the development and implementation of the College’s public affairs and organizational communications strategies• Manage ad hoc communications projects, such as marketing of College programs and public awareness campaigns• Assist with monitoring and evaluation of strategy deliverables
EMAIL, SOCIAL MEDIA AND WEBSITE – 30%
<ul style="list-style-type: none">• Manage the College’s social media channels, website, and Moodle site to ensure all posts and content are in line with style requirements<ul style="list-style-type: none">○ Identify and regularly review target audiences, communication channels, and best practices○ Develop and implement an annual social media calendar to prepare for weekly and monthly posts○ Prepare and post news and notices to the website and manage webpage updates○ Monitor the security of communication channels to ensure protection and back up of personal and posted information○ Develop and maintain a website monitoring plan, including managing site backups, plug-in maintenance, site metadata, and website traffic○ Develop and maintain a media relations plan and online press kit• Monitor and report on website and social media analytics

- Prepare and distribute email communications to registrants, such as renewal reminders and legislative updates

PUBLICATIONS – 30%

- Develop and distribute the College’s quarterly newsletter for registrants and annual report, including gathering content, layout, and copyediting
- Serve as editor for a new flagship magazine for the College
 - Benchmark magazine publications offered by other regulatory health colleges to identify best practices and approaches
 - Review available research and documentation in relation to current trends in digital magazine publication
 - Develop a plan for implementation, including advertising revenue options, content development, scheduling, and other relevant requirements
- Monitor and report on publication analytics

BRANDING AND COPYEDITING – 10%

- Ensure all communication materials are in line with the Canadian Press Style Guide
 - Copyedit all communication materials for accuracy and consistency prior to posting or publication
- Maintain the College’s style guide and ensure all documentation aligns with branding requirements
 - Establish and maintain global style templates for document preparation

INFORMATION MANAGEMENT & PRIVACY – 10%

- Maintain and monitor the College’s information management framework
 - Maintain the College’s Teams/SharePoint site to support proper access, organization, communication, and storage of files
 - Work collaboratively with the College team to ensure records are classified, stored, protected, and securely destroyed in accordance with approved policies
- Support the CEO and Registrar / Privacy Officer to maintain and evaluate the College’s privacy program

DESIRED GENERAL COMPETENCIES AND BEHAVIOURS

- Aptitude for accuracy, analysis, and attention to detail
- Strong organizational skills
- Professional, self-motivated, and service-orientated
- Excellent communication skills; ability to provide and exchange information effectively
- Ability to work collaboratively in a team environment; strong interpersonal skills
- Integrity and the ability to effectively manage confidential information

DESIRED MINIMUM KNOWLEDGE, EDUCATION AND EXPERIENCE

- Post-secondary education or equivalent experience in communications and/or public relations
- Minimum 2-4 years experience in a relevant position
- Proficient in Microsoft Office, Adobe Creative Suite, and other relevant communications software applications
- Familiarity with Canadian Press or a related style guide
- Knowledge of the health regulatory environment is an asset
- Membership/designation with a communications or public relations association is an asset

Apply: To apply please send a cover letter and resume to Jennifer Bertrand at operations@albertaopticians.ca

Deadline for Submission: November 30, 2022