



The mission of the Alzheimer Society of Calgary is to alleviate the personal and social consequences of Alzheimer's disease and other related dementias and promote the search for a cause and cure

## **COMMUNICATIONS AND EVENTS MANAGER**

An exciting opportunity exists for an intermediate public relations or communication practitioner to lead the communication function at the Alzheimer Society of Calgary. The Communication Manager is a full time position reporting directly to the Executive Director.

The successful candidate will have strong written and oral communications skills, and have the ability to balance multiple projects while working effectively with a variety of stakeholders under tight deadlines. You will provide strategic advice and deliver a range of communications products including advertising, news releases, web content, events and speeches. You will also manage issues and coordinate media inquiries.

### **Communications**

- Facilitates the branding of the Alzheimer Society of Calgary
- Develops internal and external communications plans
- Understanding and furthering a government relations and advocacy strategy
- Track and manage issues critical to the reputation, profile and image of Alzheimer Society of Calgary and provide proactive communications, strategies, advice and support
- Manages media relations
- Develops key messages for specific initiatives in collaboration with the leadership team
- Marketing of special events
- Manages the writing, editing, proofreading and production of all publications in accordance with the Society's guidelines
- Maintains, updates and reviews website to ensure content is current
- Manages social media interest (Facebook/Twitter) in the Society and its activities
- Preparation and monitoring of Communications annual budget
- Supervise photographers and designers as required
- Works under the direction of the Director of Development to develop and cultivate new corporate and community partners
- Supports the Director of Development on all fundraising activities
- Works in conjunction with the Fund Raising Assistant to coordinate e-communications through NetSolutions

## **Event Management**

- Manages the implementation and operation of Alzheimer Society of Calgary events as outlined by the Director of Development
- Manages Speakers Bureau and Community Information Forums in concert with the Dementia Care Training Centre
- Manages and participates in Ambassadors of the Way and other speaking opportunities

## **Qualifications:**

- Bachelor's degree in communications or related discipline
- 3 – 5 years experience in communications, marketing and event management
- Previous not-for-profit experience would be an asset
- Strong writing, editing, proofreading, communication, presentation and public speaking skills
- Excellent interpersonal skills to deal effectively with staff, stakeholders and general public
- Professional attitude and ability to work both independently and in a collaborative team environment
- Sound judgement and ability to maintain confidentiality
- Solid working knowledge of Microsoft Office Suite (Excel, Word, PowerPoint), Outlook and InDesign, plus a Content Management System (Drupal) would be an asset

The Alzheimer Society of Calgary offers a competitive salary within the non-profit sector in Calgary and a flexible work environment. For consideration, please forward your resume no later than September 15, 2010 to:

Fax: 403-269-8836

Email: [wendyb@alzheimercalgary.com](mailto:wendyb@alzheimercalgary.com) or visit our website

[www.AlzheimerCalgary.com](http://www.AlzheimerCalgary.com)

We thank all applicants for their interest, however, only those selected for an interview will be contacted.