



Calgary Immigrant Women's Association is a not for profit Immigrant Serving Agency established in 1982. CIWA's Mission is to engage and integrate all immigrant women and their families in the community. We are seeking an individual who shares our values of Integrity, Equity, Inclusiveness, Innovation and Leadership.

Empower Immigrant Women. Enrich Canadian Society.

Communications and Marketing Lead
Full-time position - 37.5 hours per week
Competitive salary and benefits package

The role of the Communications and Marketing Lead is the promotion of CIWA's programs and services in the community, the coordination of agency program events and the creation of professional communications materials. Additionally, the Communication and Marketing Lead is responsible for creating collateral, providing updates to website and social media, conducting agency outreach, event planning and presenting a professional image of the agency to community.

DUTIES AND RESPONSIBILITIES

Communications and Marketing

- Responsible for the production of agency collateral such as brochures, newsletters, and workshop promotional materials
- Responsible for the agency website
- Provide timely updates to social media
- Ensure consistency and accuracy in all marketing and brand communications
- Assist with contacting various community media to promote CIWA programs
- Develop a strong understanding of all CIWA programs including services, eligibility criteria, and referral processes
- Assist with the distribution of CIWA resources throughout the community and update community directories and partners as needed
- Work collaboratively with the Business Development Coordinator and various committees
- Provide administrative support as needed for communications
- Coordinate agency and community events
- Develop event plans and coordinate activities and volunteers
- Liaise with CIWA program and administration staff on events
- Provide administrative support as needed for events
- Evening/weekend hours may be required
- Attend and participate in agency events
- Other duties as assigned by the CEO

Outreach

- Maintain accurate records of outreach contacts, resources and activities for all of CIWA
- Participate in and represent CIWA at community/public events and inter-agency meetings
- Execute creative methods to reach and attract new clientele
- Provide administrative support as needed for outreach conducted by other staff
- Ensure effective communication with department managers and all program staff to make the most of overall outreach opportunities for CIWA programs
- Create innovative and collaborative outreach ideas to reach out to isolated immigrant seniors and youth eligible for one on one counselling supports

- Meet regularly with other staff that provide outreach and ensure all outreach information is accurately captured
- Ensure all community events that require CIWA presence are covered through outreach

STANDARDS OF PERFORMANCE

- Ensure that professional approach is aligned with CIWA values
- Maintain a positive working relationship with all staff and volunteers of CIWA
- Maintain a positive image and professional work habits and represent CIWA in a professional manner
- Demonstrate a high level of initiative and enthusiasm
- Maintain confidentiality at all times
- Demonstrate a high level of administrative and IT capacity

QUALIFICATIONS

- Degree or Diploma in communications, marketing or other related field is required
- 3+ years' experience in a communications or marketing position with strong knowledge and understanding of best practices
- Excellent written communication skills with extensive experience in writing and editing collateral, reports, manuals and other documents is required
- Experience with Adobe InDesign and Photoshop software and with Microsoft office suite is required
- Extensive experience with social media including Facebook, Twitter, LinkedIn and YouTube and experience in updating websites
- Experience with public speaking is an asset
- Must possess a high level of administrative skills
- Must be well organized, have an attention to detail, and able to pursue multiple tasks at once
- Ability to work in a fast paced environment
- Strong teamwork skills and ability to work in a team environment
- Appreciation and knowledge of cultural diversity and experience working with an immigrant population
- Second Language is considered an asset

If you are looking for a rewarding career in an environment that is collaborative, innovative and supportive, please forward your cover letter and resume to:

Human Resources

Calgary Immigrant Women's Association
 Suite 200, 138 - 4th Avenue SE
 Calgary Alberta T2G 4Z6
 Email: careers@ciwa-online.com

The Calgary Immigrant Women's Association is an equal opportunity employer and actively seeks candidates from diverse backgrounds. We thank all interested candidates in advance but only those selected for an interview will be contacted.