



We're Hiring!!

Marketing & Communications Specialist (0.8 FTE)

- FTE:** 0.8 FTE (30 hours per week)
- Hours:** Monday – Thursday (9am – 4:30pm)
- Schedule of specific days per week may be adjusted to fit employee's availability if it can be accommodated within MCA business needs.
 - Work outside of these hours may be required for meetings and events. Hours to be flexed as required.
- Location:** Primarily remote, ability to work onsite when desired, expectation to attend in-person meetings as needed (locations will vary).
- Start Date:** As soon as possible

About Making Changes Association

Making Changes Association (MCA) is a community of women helping women through life's stages and transitions by providing them with skills and resources to support their pursuit of meaningful work and educational opportunities. Our vision is to empower women so they can find financial independence and make meaningful contributions to the community. MCA opens doors to employment and education for women and teenage girls and helps them develop the confidence to step through these doors in the direction they desire.

What We Offer

- A collaborative, engaging, and supportive team
- An environment that encourages learning, feedback and growth
- A compensation package that includes a health spending allowance, generous vacation, sick, and personal time entitlements
- An understanding of work and life demands, offering options to help balance personal & work life
- The opportunity to make a significant impact in the lives of women, those who identify as women and teen girls.

Position Summary

Reporting to the Executive Director and working collaboratively with the Executive Director, Grants & Donor Relations Specialist and Program Managers, the Marketing & Communications Specialist is an integral part of a committed, hardworking, and small team. The Marketing & Communications Specialist works to develop and support key messaging, branding, promotion, and awareness in the community of Making Changes Association and Dress for Success Calgary to all stakeholder groups supporting meet client, programming, and funding goals.

The Marketing & Communications Specialist's key responsibilities include:

- Marketing & Branding
- Communications Support
- Social Media & Website Management
- Program, Fund Development, and Event Support

Role Details

- Manage websites, SEO, and ensuring information is current and meets the needs of various stakeholder groups.
- Manage social media accounts (Instagram, Facebook, LinkedIn, etc.) including development and execution of posts.
- Support organization's annual fundraising campaigns, events, and initiatives by providing marketing guidance and support – including in-person attendance at events as hours allow.
- Development and design of promotional material, reports and other documents as required.
- Develop and manage a media contact list, media releases, and media relationships that allows for effective promotion of agency, programs, and events through various media mediums.
- Monitor and report analytics as a tool to determine the impact of digital communications.
- Increase and leverage MCA and DFS branding and recognition in the market.
- Develop and distribute quarterly newsletters.
- Manage Constant Contact account, including ensuring data is hygienic and properly sorted, development of guidelines and processes for other staff, and ensuring MCA communication practices align with all communication/privacy laws.
- Develop and execute a social media plan that aligns with existing marketing best practices, aligns with key dates throughout the year, and promotes MCA programs in order to meet funding and client related deliverables.
- Work closely with Grants & Donor Stewardship Specialist to ensure marketing strategies and communications include focus and alignment with donor stewardship and development.
- Work closely with Program Managers to ensure marketing strategies and communications align with Program related goals and needs.

Please note this list is non-exhaustive. Making Changes operates in a very team-oriented environment which guarantees that support to others in the organization is available as requested.

Key Attributes Required for Role:

- Highly motivated and proactive self-starter with a high degree of attention to detail.
- An analytical thinker who values research, process and had strong project management skills.
- A result-oriented individual with a strong decision making and problem-solving abilities.
- A proven collaborator with exceptional creative and written communication skills.
- An enthusiastic team-player who excels in a fast-paced environment.

Position Qualifications/Experience:

- Degree or Diploma in communications, public relations, marketing or related field. Experience equivalencies considered.
- Extremely passionate about non-profit organizations, and in particular about serving and empowering women and teen girls to implement MCA's mission.
- Proven experience and effectiveness in communications, media relations and/or marketing (in a non-profit organization, preferred).
- Knowledge of SEO, Google Analytics, Social Media Analytics.
- Strong in Microsoft Office Applications, Canva, Squarespace, WordPress, and Constant Contact (or similar mail program).
- Experience with social media account management – including in marketing and fund development campaigns.

- Superior written communication skills & ability to create effective and visually appealing marketing pieces -- ability to convey complex stories in compelling and easy to understand ways.
- Strong interpersonal skills; an ability to develop rapport with internal and external stakeholders.
- Project management, organization and prioritizing skills, and high attention to detail.
- Ability to work autonomously while being a collaborative and active team player.
- Must have ability to attend in-person meetings wherever they're located. Access to a vehicle is an asset.

Application Details

Please submit your cover letter and resume via e-mail to Lori James, Executive Director at execdirector@makingchangesassociation.ca

Making Changes Association is dedicated to equity, diversity, and inclusion. We appreciate a diverse workforce and do not discriminate against any employee or applicant on the grounds of race, colour, ancestry, place of origin, religious beliefs, gender, gender identity, gender expression, age, physical disability, mental disability, marital status, family status, source of income, or sexual orientation. If you require any accommodations in support of the recruitment process, please let us know!