

POSITION DESCRIPTION

Communications Specialist

Reports to: Manager Corporate Communications
Direct Reports: None
Other Reports: None
Location: Calgary, AB

MANDATE

This role will form an integral part of a dynamic, agile marketing and communications team. Focusing on internal and external customer service, this role contributes by bringing LivingWorks' story to life, empowering our business units to succeed, and supporting overall organizational success.

The services in this position's portfolio include communications, journalism, copywriting, editing, and support for social media.

KEY ACCOUNTABILITIES

The Communications Specialist position includes the following core responsibilities:

- Writing and editing a wide variety of materials including presentations, marketing materials, story features, newsletters, public awareness pieces, web content, social media content, and blog articles;
- Producing high-quality, engaging content with quick turnarounds;
- Becoming an expert in a variety of areas important to LivingWorks including suicide prevention statistics and trends, current and emerging markets, and evidence of our programs' effectiveness;
- Engaging and interviewing a wide variety of stakeholders from inside and outside LivingWorks to research and produce compelling content;
- Proactively finding stories and media opportunities for LivingWorks;
- Developing and maintaining LivingWorks' online presence and community through web, print, and social media platforms;
- Developing stories and creating content that enhance LivingWorks' visibility, profile, and value to our customers;
- Copy editing and proofreading a wide variety of materials (digital and written) with high accuracy;
- Helping to develop media strategies and engaging with media to earn coverage for LivingWorks and our programs;
- Supporting LivingWorks' social media and marketing activities;
- Developing a detailed understanding of LivingWorks and our customers, and applying this information with tact and judgement; and
- Other duties as required.

QUALIFICATIONS

EDUCATION: Degree in Communications, Marketing, Public Relations, Journalism, or a related field.

EXPERIENCE: Four (4) or more years of progressive experience in journalism, writing, public relations, and/or communications.

COMPETENCIES AND ATTRIBUTES: The following competencies and attributes will be essential for success in this role:

- Exceptional writing skills with the ability to produce engaging content for a wide variety of formats including blogs, social media, marketing materials, presentations, and technical writing;
- Strong critical thinking skills and research skills with the ability to grasp complex systems and concepts;
- Strong interviewing and journalism skills with the ability to ask questions that effectively get at the story;
- Comfortable interviewing and engaging with people in a wide variety of roles;
- Ability to interpret audience needs and write for a wide variety of audiences;
- Ability to tell a compelling story through writing while staying true to brand messages and concepts (i.e. brand journalism);
- Ability to meet writing deadlines and produce copy quickly;
- Exceptional editing and proofreading skills;
- Knowledge of media practices and ability to strategically engage with media to earn media coverage;
- Experience managing and updating websites using web CMS platforms;
- Thorough understanding of journalism and communications principles and best practices;
- Ability to think and plan strategically;
- Growth-oriented mindset to learn from experiments and explore new ideas;
- Compassion and sensitivity around the issues of suicide and mental health; and
- Flexibility to meet deadlines, respond to emerging issues, and occasionally work extended hours.

In addition to the essential competencies and attributes outlined above, the following would be considered assets:

- Membership or accreditation with an organization such as the International Association of Business Communicators (IABC);
- Familiarity with the mental health or suicide prevention field;
- Familiarity with Adobe Creative Suite and basic principles of graphic design; and
- Fluency in Spanish.

Three (3) writing samples will be requested as part of the interview process, and shortlisted candidates will be asked to complete a brief writing assignment.

Compensation for this position is commensurate with the education, skills and experience of the successful applicant. The position will remain open until end of day **December 7, 2018**. Please submit your resume with a cover letter to hr@livingworks.net.

We thank everyone for their interest in this role but please note that only qualified applicants selected for an interview will be contacted.