

---

## Communications Coordinator

The Communications Coordinator, reporting to the Executive Director, will help Alberta Institute for Wildlife Conservation (AIWC) reach new audiences to support Albertans and Alberta's wildlife. This position will manage AIWC's overall communications to increase public awareness of AIWC and proper wildlife conservation and rehabilitation.

**Position:** Full-time.

### Job Duties:

- Develop, implement, and manage AIWC's social media strategy.
- Define and track social media KPIs.
- Work with team members to ensure content is accurate and meets needs of organization. Content will include fundraising objectives for organization.
- Create, manage, and oversee social media content. This includes video content.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review social media and website analytics and create reports on key metrics.
- Act as primary media contact and spokesperson for organization.
- Develop and maintain good relationships with relevant media contacts.
- Edits, fact checks, and proof reads materials, as needed.
- Develops material for targeted audiences.
- Prepare reports, presentations, briefs and press materials.
- Other duties as required.

### Requirements:

- A degree or diploma in an applicable field (communications, media studies, public relations etc.) would be an asset.
- Experience as a social media coordinator or similar role.
- Experience in marketing.
- Proficiency with video and photo editing tools, digital media formats, and HTML.
- Strong copywriting and copy-editing skills.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, TikTok, and YouTube.
- Understanding of SEO and web traffic metrics.
- Familiarity with web design and publishing, particularly WordPress.
- Proficient with Microsoft Office programs and Google Suite.
- Ability to take initiative and to work independently.
- Experience with and/or willingness to learn more about wildlife rehabilitation.
- Eligible to work in Canada.
- Excellent project management and time management skills, and the ability to perform well under pressure.

- Valid class 5 driver's license and access to a reliable vehicle.

**Wage/Hours of Work:**

- **Wage:** \$50,000.00 per annum.
- **Schedule:** Forty (40) hours per week. Typically, the schedule would be Monday to Friday but some evening and weekend work may be required.

**Benefits:**

- Working in a beautiful location with mountain views.
- Some work-from-home opportunities available.
- Opportunity to connect with like-minded individuals.
- Time off in lieu program.
- 5 paid sick days.
- 5 paid personal days.
- 15 paid vacation days.

**Application Deadline: August 27, 2023.** E-mail cover letter and resume to the attention of Holly Lillie, Executive Director, at: [holly.lillie@aiwc.ca](mailto:holly.lillie@aiwc.ca)

For more information on AIWC, please visit our website: [www.aiwc.ca](http://www.aiwc.ca)

*AIWC is an equal opportunity employer. We encourage applications from all qualified individuals. We thank all applicants for their interest in this position, but only those selected for an interview will be contacted.*