
Communications Specialist

Position: Full-time, temporary, 8-week contract. Start times vary.

Since 1993, Alberta Institute for Wildlife Conservation (AIWC) has been a champion for the rehabilitation of injured and orphaned wildlife. Accredited through the Alberta Veterinary Medical Association, AIWC serves the needs of Alberta's diverse wildlife in Calgary and southern Alberta.

As a registered charity, AIWC relies on charitable donations and dedicated volunteers to support the more than 2,000 varied animals in need of care every year. AIWC welcomes Alberta's injured, orphaned, and oiled wildlife, small and large, from hummingbirds to deer fawns.

This role is designed to strengthen AIWC's digital presence, educational outreach, and fundraising initiatives through technology-driven projects that support wildlife conservation. The Communications Specialist will play a key role in advancing these efforts by assisting with the development of online resources, educational materials, and fundraising events and outreach activities.

Summary of Duties:

- Assist with planning and organizing public-facing events, community campaigns, contests, surveys, and fundraising initiatives.
- Support creation of marketing materials, and logistics for in-person and online events.
- Assist with visual and multimedia content creation, including graphics, short videos, or infographics.
- Help develop and expand digital fundraising initiatives across the website, social media, and mobile platforms.
- Research trends in wildlife conservation communications and nonprofit fundraising to inform new digital initiatives.
- Contribute to the creation and maintenance of interactive digital tools, such as online forms, quizzes, apps, or micro-courses, to engage the public and facilitate donations or volunteer participation.
- Analyze engagement metrics and assist with user testing, feedback collection, and optimization of digital campaigns and resources.
- Support outreach to youth and community groups through interactive programs and ambassador initiatives.
- Provide general communications support, including updating outreach resources and assisting with small design tasks.

Qualifications:

- Strong attention to detail with the ability to follow instructions precisely.
- Highly efficient and adaptable, able to thrive in a fast-paced, variable shift environment.
- Collaborative team player with excellent interpersonal skills.
- Self-motivated, quick learner with a strong work ethic.
- A tetanus vaccination is **required**.
- Valid Class 5 driver's license and access to a reliable vehicle.
- Knowledge of Alberta wildlife and natural history is beneficial but not required.
- **To comply with grant specifications, applicants must:**
 - Be between 18 and 30 years of age at the beginning of the employment period
 - Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment.
 - Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Remuneration/Hours of Work:

Wage: \$18.00 per hour.

Schedule: Thirty-five (35) hours per week, 7 hours per day. Schedule will mainly be Monday-Friday, but some flexibility may be required depending on events.

Application Process:

1. Application deadline: Open until suitable candidates found.
2. Submit the summer staff application form found here: <https://docs.google.com/forms/d/e/1FAIpQLSdcmL3WPkc1ik-jgTr1-zdUqniqEtqMa3vjRgcALxHKczDYuw/viewform>. This will provide you with an area to upload your resume.
3. Or send an e-mail with your Cover Letter and Resume to robyn.dunlop@aiwc.ca.

For more information on AIWC, please visit our website: www.aiwc.ca

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.