

Position Description

Job title	<i>Community Engagement & Stakeholder Specialist</i>
Reports to	<i>Executive Director</i>
Salary range	<i>\$80,000 - \$90,000</i>

Job Purpose

Reporting to the Executive Director, this position's focus is to protect and cultivate the Alberta Council of Women's Shelter's brand to ensure ACWS is a go-to source for media, government, and community stakeholders. Ensuring alignment with ACWS' mission and strategic directions, this position holds the vision for ACWS' communication functions: integrating and supporting advocacy, member and community engagement.

Leadership Oversight

Strategy

- Works with the Leadership Team to create alignment and commitment on key goals over a five (5) year term
- Develops, implements, and evaluates an annual communications plan across ACWS' audiences in collaboration with the team and members, setting out specific goals and strategies for each fiscal year that aligns with ACWS' strategic goals
- Leads the program team to successfully implement, manage, and deliver on the operating plan

Financial Administration

- Supports the Finance Manager to develop budgets related to their portfolio
- Manages, monitors and analyzes expenditures and financial project reports to ensure they are accurate, on budget and aligned with funder requirements;
- Effectively utilizes allocated resources
- Works collaboratively to determine actions required if there are variances

Project Management

- Puts communications vehicles in place to create momentum and awareness as well as testing the effectiveness of communications and engagement activities
- Works closely with team members and other stakeholders to identify, develop, implement, and support - effective project and program delivery
- Plans, organizes, and directs program and service activities within their portfolio
- In conjunction with the Executive Director, oversees the awarding of stakeholder contacts/agreements related to this functional area
- Coordinates/supervises the work of third parties
- Mitigates potential schedule and cost overruns
- Proactively identifies, addresses, and resolves program and/or service concerns as or before they occur

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Operational Management

- Fosters and maintains a “service and team-oriented” collaborative and innovative culture.
- Oversees human resources processes including performance management, onboarding, training, progressive discipline, time and attendance, staff development, mentoring, and coaching
- Assesses, manages, and resolves problematic developments and situations
- Ensures all activities are in compliance with organizational policies and funder requirements
- Participates as required in organizational planning, work plan development, decision-making and policy development, implementation, and review

Roles & Responsibilities

Stakeholder Engagement & Communications

- Maintains an exceptional standard of integrity and ethical leadership and assumes responsibility to ensure effective communications with our members, stakeholders, and government
- Promotes ACWS, our members, and enhances our collective reputation
- Supports the Executive Director as required in the preparation of materials and communications for and on behalf of the ACWS Board of Directors
- Develops communication materials and communications for and on behalf of ACWS staff, (e.g., monthly newsletters, Annual Report, member profiles), and for external distribution (e.g., reports, brochures, fundraising and awareness resources)
- Works in collaboration with ACWS staff and nurtures authentic partnerships by developing appropriate communications and providing timely information to partners to support them to learn about ACWS, our mission, and to fulfill our commitments to partnership
- Aligns, develops, and delivers key messages in support of various project activities and events
- Drives and reinforces market awareness, positive image, and loyalty by leveraging position statements in press releases, website copy, blog posts, internal presentations, videos, etc.
- Manages and grows an external and respected brand presence, ensuring a consistent voice; provides branded templates for staff and member use
- Works with design partners to lead and complete the rebranding vision, development, and strategy
- Actively promotes the benefits of ACWS membership
- Plans, implements, and evaluates ACWS communication and advocacy activities
- Develops and manages the organization’s communications calendar
- Ensures ACWS goals, objectives, policies, and procedures are met, practices identified by ACWS are updated and modelled by our organization in all communications, and confidentiality controls are in place
- Engages audience segments with online content that leads to measurable action: decides who, where, and when to disseminate
- Provides communications support for various ACWS activities and initiatives
- Works with other ACWS staff members to ensure the organization’s database is kept up to date and contacts are tagged as appropriate, in particular those pertaining to communications-related activities
- Tracks and measures the level of engagement within the network over time
- Coordinates and organizes member and annual meetings that engage our audiences.

Media Relations

- Manages communications with various media outlets, the ACWS webpage, and through various social media platforms.
- Develops media advisories, releases, and organizes media events

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- Develops, maintains, and enhances positive relationships with, media, journalists and with marketing and communications-related consultants and vendors to further ACWS goals and reach ACWS public awareness objectives
- Serves as a key media contact for the organization and spokesperson (as assigned).
- Documents key processes and workplans

Government Relations

- Develops, maintains, and enhances positive relationships with members of mainstream political parties,
- Identifies critical issues related to public and governmental relations that must be addressed in order to realize the vision and achieve ACWS goals and objectives, and sets out strategies to address those issues
- Works with ACWS leadership to develop and implement a government engagement strategy.
- Develops and maintains relationships with governmental agencies
- Monitors legislative, policy and regulatory changes impacting members and those they serve
- Liaises with government officials to exchange information, prepare deliverables and attend meetings
- Works within the frameworks of the organization to raise the visibility of ACWS
- Supports ACWS staff to remain informed of changes to legislation and government personnel
- Conducts government relations at all time in a non-partisan manner
- Represent the Executive Director at meetings or events when required

Social Advocacy

- Reviewing, collaborating with other staff as assigned, and making recommended updates to position statements
- Staying informed of changes and trends effecting women's and senior's shelters, violence against women as well as information relating to Board and shelter director support
- Supports authentic relationships with stakeholders sharing common values and vision

Core Job Competencies

- Superb written and verbal communication skills
- Strong knowledge of social media and web-based platforms and measurements
- Represents the organization well at all tables, demonstrating maturity and personal mastery
- Highly organized with the ability to manage multiple projects effectively
- Attention to detail
- Facilitates meetings in an organized and productive manner
- Projects completed with quality and timely results
- Applies strong knowledge of gendered analysis and violence against women
- Effectively gathers, synthesizes, integrates, and interprets multi-faceted information from a wide range of sources and perspectives
- Establishes and maintains strong and effective working relationships with others
- Holds themselves accountable, sets high ethical standard for their conduct, strong leader
- Positively influences conflict identification and resolution through facilitation, negotiation, and mediation
- Contributes to the organizational well-being of ACWS

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Qualifications

- Bachelor's Degree in Communications, Public Relations, Political Science, or a related field
- Minimum five (5) years of experience
- *A combination of education and experience will be considered*
- Minimum two (2) years of supervisory experience
- Wide-ranging experience in communications, stakeholder management, and public relations to understand and align stakeholder expectations
- Project management experience with high organizational skills to meet deadlines
- Experience with media communications with the ability to effectively communicate sensitive topics
- Working knowledge of Microsoft Office, Social Media, and web-based platforms

Working Conditions

- This position works from the ACWS office, with the ability to occasionally work from home
- Hours of work are 7.5 hours per day, Monday to Friday, during regular office hours (8:30 - 4:30)
- This position requires spending significant periods of time working at a computer and talking on the telephone
- Hold a valid Alberta Driver's License with a clean drivers abstract
 - Be able and willing to travel throughout Alberta

Direct Reports

This position is anticipated to have a minimum of one (1) direct report.

Version Date:	June 8, 2023
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Posting closes June 29th.