



Ever Active Schools

Job Description

Job Title: Communications Coordinator
FTE: 1.0 FTE
Salary Range: \$52,000 – \$57,000
Term: All positions with EAS are one year, extendable contracts

About Ever Active Schools:

Ever Active Schools (EAS) is a provincial initiative designed to assist schools in creating and sustaining healthy school communities. An initiative available to all school communities, EAS contributes to the healthy development of children and youth by fostering social and physical environments that support the health and learning outcomes of students in Alberta. EAS is a special project of the Health and Physical Education Council of the Alberta Teachers' Association.

About the Position:

The Communications Coordinator position oversees the creation and implementation of Ever Active Schools' communication tools and materials in the areas of branding, marketing, design and engagement. The position will be responsible for writing, editing and developing all print and web-based communication materials.

The position reports to the Director of EAS and will work out of the Edmonton office, with consistent connections to the EAS Calgary office and partnering health, education and active living organizations. This position is an opportunity to be a part of a provincial initiative that educates and inspires Alberta school communities.

Areas of Responsibility:

Communication Strategies

- Develop, implement and evaluate a comprehensive communication strategy for Ever Active Schools, promoting comprehensive school health within Alberta school communities
- Create project-specific communication strategies in collaboration with project coordinators
- Engage all levels of the education, health and active living sectors in school health initiatives
- Work alongside provincial partners and help identify target audiences and gaps in communications

Branding

- Oversee the use of Ever Active Schools' branding, such as logo and colour scheme, on the website and on all print and electronic materials

Social Media

- Develop an effective social media strategy
- Manage Ever Active Schools' Twitter, Facebook and YouTube accounts
- Create a presence for Ever Active Schools on Instagram and Pinterest
- Curate content from various sources (team members, the website, external sources) to write and schedule social media posts
- Film and edit video for use on social media, YouTube and the website

Graphic Design

- Design print and web-based promotional materials (postcards, handbills, infographics, posters) using Adobe Creative Suite
- Maintain and update existing promotional materials
- Coordinate the printing of graphic design materials
- Format reports, documents and conference programs

Writing and Editing

- Write for all mediums as needed (*Healthy Schools Alberta*, website, e-newsletter, resources, social media)
- Maintain the editing style outlined in *Canadian Press Stylebook* and *Canadian Press Caps and Spelling*
- Edit all content developed for the website, e-newsletter and as requested by the team

Media Relations

- Write and distribute media releases for events (Shaping the Future, Healthy Active School Symposia, Summer Institute)
- Develop media interest in Ever Active Schools
- Ensure regular contact with the media

Ever Active Schools Publications

- Responsible for editorial direction, design, production and distribution of all EAS publications
- Use digital publishing platform for reports and some publications

Other

- Promote and support the creation of comprehensive school health resources
- Photograph EAS events, for use in EAS publications and website
- Coordinate the development of the Shaping the Future conference app
- Provide additional support to project areas as needed.

Qualifications:

The candidate must:

- Have a Bachelors degree in communications, marketing or related field (Masters degree is an asset)
- Have a minimum of two to three years experience working in a communications or marketing position
- Have strong writing, editing and graphic design skills
- Be highly competent in website maintenance and basic coding
- Have experience managing an electronic newsletter
- Be highly motivated, self-directed and show strong leadership potential
- Have strong organizational skills and great attention to detail
- Have a demonstrated ability to work in a team environment and with external partners
- Be comfortable leading a meeting
- Demonstrate understanding and competence using Adobe Creative Suite and video editing software
- Be competent using Microsoft Office, a Mac operating system, DSLR camera and a video camera.

Application:

To apply, email a letter of application, resume and three references to employment@everactive.org.

For further inquiries, please contact Katelynn Theal at (780) 454-4745.

Application Deadline: July 31st, 2015

Start Date: Late August

Thank you for taking the time to apply. Only successful candidates will be notified.