

Writers' Guild of Alberta Employment Opportunity: Communications Coordinator (Full Time, Head Office, Edmonton)

Reports To: Executive Director of the Writers' Guild of Alberta.

Job Overview

The Communications Coordinator develops and executes marketing and promotional initiatives to maintain and advance the visibility and public profile of the WGA. This involves creating and distributing promotional material, and maintaining relationships with media contacts and other arts contacts who can help promote the organization and our programs and services. The position includes administrative and communications support for the Edmonton Stroll of Poets.

The position is a 35 hour a week job. Periodic evening and weekend hours are required.

Specific Responsibilities

- Creating and distributing the weekly email newsletter, *WriteClick*
- Updating website content, including text, images, timetables, form, and menus
- Overseeing social media accounts, including creating and scheduling regular content
- Providing administrative and communications support to the Edmonton Stroll of Poets, including maintenance of the website and online archive, preparing the weekly email newsletter, supporting the coordination of the anthology, making bank deposits, processing memberships, and communicating with the members and board as required
- Creating and distributing email notices and other promotional material for specific programs, in house or liaising with contractors
- Creating press releases for events and programs such as the Alberta Literary Awards
- Maintaining contact lists and relationships with media, arts organizations, and promotional contacts
- Creating material for fundraising campaigns
- Monitoring promotional initiatives and developing new initiatives as required
- Managing communication with select partners and sponsors as required
- Other related duties as assigned.

Qualifications:

The Communications Coordinator should demonstrate ability in the following:

- **Organizational Skills:** Independently set priorities, develop a work schedule, deliver communications and promotions initiatives according to schedule, monitor progress towards goals, and track data.
- **Technical Competence:** Demonstrated proficiency in digital marketing platforms, Content Management Systems (CMS), social media analytics tools, and other relevant software.
- **Communicate Effectively:** Strong writing and editing skills. Familiarity with and effective use of communication tools and techniques.

- **Build Relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization, including advancing equity and diversity where needed.
- **Creativity/Innovation:** Develop new and unique ways to improve the WGA's marketing and promotions strategies and to create new opportunities wherever possible.
- **Focus on Community Needs:** Investigate and understand how best to reach different audiences in the literary sector, including current WGA members, and underrepresented and marginalized groups.
- **Fiscal responsibility:** Be able to deliver effective promotions within assigned budgets.

Education:

- Post-secondary education in Communications, English, Journalism, Arts and Culture Management, or a related field with three – five years of work experience. An equivalent combination of education and experience may be considered.

Knowledge, skills, and abilities:

- Proficient in English, both written and spoken
- Background in communications and marketing
- Ability to work independently and with others
- Knowledge of the Alberta literary community
- Proficiency in the use of computers for: word processing, databases, spreadsheets, internet, social media, website administration

Employment Terms:

Start Date: mid-June, 2025

Hours: 35 hours a week, Monday to Friday, 9:00 am – 4:30 pm. Periodic evening and weekend hours are required.

Starting Salary Range: \$43,000 – \$45,000

Vacation: Starting at 10 vacation days per year. The office is closed the days between Christmas and New Year's Day and all statutory holidays.

Benefits: Group Source benefits after three (3) months.

Probation: This position has a three (3) month probation period.

Office Location: Percy Page Centre, 11759 Groat Road NW, Edmonton, AB. Work from home is permitted for the majority of the position, with one day a week in the office and occasional on-site work at events.

Application instructions: Please submit a cover letter and resume to mail@writersguild.ca. Please include “Communications Coordinator Application” in your subject line.

Application Deadline: April 25, 2025

The WGA believes in supporting diversity and equity in hiring best practices. We support actions to advance diversity and equity in the organization.

We wish to express our appreciation to all applicants for their interest and effort in applying for this position. However, only candidates selected for interviews will be contacted.