



CALGARY PRIDE

Employment Opportunity

Title: Communications Coordinator

Type: Full Time, Temporary (Until September 2023)

Start Date: ASAP

Pay: \$24.00/hour

Hours: 37.5 hours/week

Format: Hybrid, increasing presence for in-person work will be required in July and August

Calgary Pride is a not-for-profit organization that has been serving Calgary since 1990. It remains a vital part of the local gender and sexually-diverse community, positioning Calgary as a 2SLGBTQ+ destination for both national and international visitors. Our mandate is to advance visibility and inclusion for Calgary's gender and sexually diverse communities. To do this, we endeavour to build strong community partnerships, implement ongoing programs like Reading with Royalty (drag storytime program for kiddos in partnership with the Calgary Public Library), Queerly Festive (a free holiday dinner & show), and produce Calgary's premier celebration of diversity, Calgary Pride Week, Parade & Festival.

To read about Calgary Pride's ongoing diversity, equity, and inclusion journey, please visit calgarypride.ca/dei.

Eligibility

As this role is supported by Canada Summer Jobs, the applicant must be between the ages of 18 and 30.

Accessibility

Interviews will be conducted remotely over Google Meet. If a different interview format is more accessible for you, please indicate this in your application. Calgary Pride staff are working remotely until in-person work is safe and is permitted. When we are able to resume in-person work, some things to note about our office space:

- Our office is in the Calgary neighborhood of East Village and is accessible via public transit.
- Office is on ground level, wheelchair accessible.
- Gender-inclusive public washrooms on site.



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We strive to be as inclusive as possible, and work to ensure a workplace environment that is free of visible and invisible barriers, and comfortable for people with disabilities and neurodivergent people. Some things to note about working at Calgary Pride:

- Calgary Pride's primary working language is English.
- Our regular working days are Monday to Friday with core hours being 9:00 a.m. to 5:00 p.m.
- Our team works on a flexible schedule, and May to September is the peak season for Calgary Pride Week, Parade & Festival. Particularly during Calgary Pride Week (Aug 26 to Sept 4, 2023), staff, volunteers, and board members typically work more hours, and longer days.

Role

Reporting to the Manager of Communications, the **Communications Coordinator** is responsible for assisting the development and dissemination of public-facing communications. In addition, our ideal candidate will ensure consistent brand voice within the organizational storytelling, interacting with the members of the public via social media, and with community and corporate partners, on behalf of Calgary Pride.

The ideal candidate will also support raising awareness of Calgary Pride programs while playing a role in stakeholder communications (internal and external) that fortifies the organization's strategic direction. As part of a fast-moving and compassionate team, you will bring creativity to our circle while playing a leadership role in the organization.

Responsibilities

- Assist the Manager of Communications in developing content for social media and advertising campaigns for the 2023 Parade and Festival.
- Oversee and assist with company social media advertising and organic marketing campaigns.
- Support managing Calgary Pride's online communities to ensure respectful and appropriate engagement; responding to comments and direct messages.
- Formulate high-quality written and visual content for social media campaigns and press releases.
- Assist in making updates to Calgary Pride's website.
- Monitoring and ensuring a consistent brand across the organization's social media, the Calgary Pride app, and other public facing media.
- Building brand awareness by engaging relevant influencers.
- Proofread public-facing text to ensure it aligns with Calgary Pride's brand and voice. Edit and polish existing content to improve clarity and readability.
- Identify organizational and community needs and recommend new content to address gaps in the organization's current content.



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- Assist in the developing and delivering marketing, communications, and social media for stewardship of Calgary Pride Partners such as the Partnership proposal.
- Works to connect corporations and individuals into Calgary Pride opportunities via compelling written partnership proposals and presentations, storytelling, and impact reporting.
- Attend partnership meetings and ensure that partnership marketing requirements are met.

Other important details

Flexible Work Agreement

The nature of this position may require an increased workload at specific times throughout the year, as well as the ability to work evenings and weekends. Calgary Pride will provide you with paid time off in lieu of overtime hours worked. An agreement will be placed in the letter of offer.

You are entitled to take statutory holidays as paid days off, as indicated by the Government of Alberta. In the event that a statutory holiday falls on the weekend, you are entitled to take a day off in lieu as soon as possible after the statutory holiday.

Medical/Dental Benefits

Medical and Dental benefits for this position are not currently provided by the organization.

Qualifications

- Graphic Design, Information Design, Public Relations, Copywriting, Marketing certification and/or equivalent experience considered an asset.
- Comfort working with Adobe Creative Suite programs, Canva, and/or Hootsuite is considered an asset.
- Writing or copywriting experience, familiarity with web content and SEO writing.
- Extremely comfortable working with and learning new software.
- Excellent organizational skills and initiative, ability to build productive internal and external relationships with staff, donors, volunteers, and vendors.
- Flexible schedule but ability to set core hours, and availability to spend time attending community events.
- Possess a passion for the community, and demonstrate an understanding of current challenges and opportunities faced by gender and sexually diverse communities.
- Excellent oral and written communication skills.
- Aptitude to critically think, work within complexities, adapt, evolve, and prioritize changing organizational, stakeholder and community needs.
- Strong time management and organizational skills and ability to prioritize competing deadlines.
- Understanding of, including a diversity, equity and inclusion lens into social media, fund development and marketing campaigns.



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Calgary Pride is an equal opportunity employer, is strongly committed to diversity, equity, and inclusion, and encourages applications from gender and sexually diverse candidates, racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, and others who may contribute to organizational diversification of ideas.

Terms of Employment: This position will be on a temporary full time position at an average of 37.5 hours/week, and will be allowed some flexibility in work schedule, in consultation with the Managers. In addition, the workload will be variable due to Calgary Pride programming and special initiatives. The successful candidate is expected to manage their time accordingly and take overtime hours as time in lieu at the earliest available opportunity.

If you would like to begin a confidential conversation about your individual accessibility or accommodation needs through the recruitment process, we encourage you to email our team at accessibility@calgarypride.ca or call us at 403-536-4077.

Application Process

All applicants will be required to provide the below, when completing their application. Please be prepared to include your response along with your resume when you submit your application.

Part A:

The organization has received angry, public comments on social media following the announcement that police will not be permitted to participate in the parade. How would you handle this situation internally and with the public?

Part B:

What do you think is the most important part of successfully executing a communications plan for a non-profit organization is with a 40 year history?

****Please note that content provided are for the sole purpose of this application****

To Apply:

For best consideration, submit your application and resume no later than **May 8, 2023, 11:59 p.m. Mountain Time**

We thank those applicants who are interested in this position; however, only those candidates selected for an interview will be contacted.