

Calgary Counselling Centre (CCC) and Counselling Alberta (CA) changes people's lives. We provide counselling throughout Alberta for individuals, youth, and families of all backgrounds, with barrier free access and no wait list. We are philosophically grounded in research and outcomes measurements and our clients consistently achieve unparalleled results. CCC is also the largest training facility in Western Canada. We train counsellors in psychology, social work and marriage and family therapy within a thriving social enterprise structure.

Calgary Counselling Centre and Counselling Alberta is looking for a full-time Communications and Marketing Associate to join our team. This position will play a critical role in supporting Calgary Counselling Centre's and Counselling Alberta's communications and marketing department on a province wide initiative. We are looking for a skilled professional with a passion for communications/marketing and with experience in public and media relations to raise the profile of CCC and CA and further engage the community and stakeholders throughout Alberta.

Key Responsibilities:

To support and implement various province wide marketing and communications efforts (including web, social media, newsletters, media relations, events, etc.). This role involves raising awareness of Counselling Alberta across the province to diverse audiences. The goal is to help prospective clients gain a better understanding of the agency's services and their benefits.

Public/Media Relations

- Actively seek and create media engagement opportunities that will raise CCC's and CA's profile and reputation as a Centre of excellence in Alberta.
- Proactively identify and manage speaking opportunities for key spokespeople.
- Build strong relationships with key reporters, media professionals, and stations across Alberta, positioning CCC and CA as the go-to experts for mental health information and cultivating rapport within the industry.
- Develop and implement effective province wide public relations plans and tactics to support CCC's and CA's strategic initiatives.
- Write, edit, and produce a variety of communications tools, news releases, advisories, ready to print articles, speeches, etc.
- Monitor current events and actively pitch media stories to raise CCC's profile and value to communities and key stakeholders throughout the province.
- Develop and manage media and communications plans for special events and key service areas.

Brand Management

- Champion the CCC and CA brands internally and externally.
- Ensure brand consistency in tone, visuals, and key messages.

Marketing

- Help execute communications and marketing strategic plans.
- Ensure consistency in communicating key messages to all target audiences to increase CCC's and CA's profile and strengthen the brand's position in the marketplace.
- Write, edit, and produce a variety of external marketing and communications pieces, including web content, social media, marketing materials, newsletters, blog articles, annual report, etc.
- Proactively identify marketing opportunities to help raise awareness and engagement throughout the province.

- Proactively identify potential collaborations and engagement with other organizations and corporations in Alberta to expand outreach and reach a wider audience.

Team Integration

- Work effectively within the marketing and communications team, fund development and other teams within the organization.
- Foster strong team integration throughout the organization.
- Effectively communicate efforts and inspire brand support internally.

Qualifications

- Completed post-secondary education, diploma or certificate in public relations, journalism, communications, marketing, or related field.
- Three to four years communications, public relations, and marketing experience, preferably within a corporate or agency setting and with increasing responsibility.
- Excellent writing, marketing, and interpersonal skills.
- Excellent organizational skills.
- Attention to detail.
- A reliable team member with strong accountability and responsiveness to meeting deadlines and ensuring project timelines are met promptly and efficiently.
- Working knowledge of Microsoft Office applications.
- Familiarity and experience with social media, blogs, and other online communication tools.
- Experience with any of the following would be an asset: Hootsuite, Later, video editing software.
- Flexible attitude with proven experience of working independently and in a small team.

This is a one-year contract position with the possibility of extension. If you are interested in this opportunity, please submit ONE PDF file identified with your first and last name including a cover letter, resume and 2- 3 writing samples to hr@calgarycounselling.com no later than April 22, 2024.

Calgary Counselling Centre is an equal opportunity employer. We thank all candidates for their interest. Only those selected for an interview will be contacted. We regret that we are unable to accept telephone inquiries.