



Cerebral Palsy Association in Alberta

Community Relations Coordinator - Edmonton

Community Relations Coordinator is responsible for communication activities in Edmonton office, including community relations, advertising, media relations, development of on-line and print publications, etc.

Within the Organization, the position has primary working relationships with the Director of Development and the Communications & Marketing Coordinator, to ensure all marketing/communications strategies are streamlined and consistent with the goals/objectives of the marketing and communication plan.

Responsibilities:

Community Representation

- ▶ Develop proposal and/or community presentations as part of ongoing development/funding strategy to increase CPAA's profile and build partnerships within the media, among community groups and the public
- ▶ Partake/ present, on behalf of the CPAA, at various public events to increase awareness, build new partnerships and advocate for the priorities established by the agency

Communications and Media Relations

- ▶ Write press releases as required, and maintain Edmonton media lists
- ▶ Work with Communications & Marketing Coordinator in order to coordinate media events such as press conferences, campaign launches, etc. in Edmonton & area

Publications/ Web Site

- ▶ Work with Communications & Marketing Coordinator to provincially oversee the information flow on CPAA website and ensures that information is reviewed and regularly updated

Advertising and Marketing

- ▶ Work with Development and Communications & Marketing team to structure and implement agency-wide advertising strategy and promotion of CPAA programs and services
- ▶ Work with vendors such as advertising agencies and marketing firms, obtain price quotations, place orders, and arrange for the receipt and delivery of printing items in Edmonton & area

Qualifications:

- ▶ Preferred minimum of 2 years experience in a communications and marketing environment or a relevant degree
- ▶ Computer literacy in word processing, data base management and page layout
- ▶ Strong creative, strategic, analytical, organizational and interpersonal skills
- ▶ Strong oral and written communication
- ▶ Ability to organize & prioritize work, and to manage multiple projects at a time

Application procedure

If you are interested, please submit your resume and cover letter, **including your salary expectations**, preferably by e-mail, to:

Mariana Nimara

E-mail: mariana@cpalberta.com

Fax: 403- 543-1168

We thank all applicants for their interest; however, only those under consideration will be contacted.