



Join the YouthLink Team!

Posting Title: **Marketing and Communications Lead**
Unit/Section: **YouthLink Calgary Police Interpretive Centre**
Location: **CPS Westwinds Campus, 5111 – 47th St NE**
Position(s): **Permanent Position**
Hours of Work: **35-hour work week. Monday to Friday**
Evening and weekend work may be required.
Current Salary: **\$55,000 to \$65, 000/year (based on experience)**

Organization Information:

YouthLink Calgary Police Interpretive Centre is a non-profit organization and a registered police museum where crime prevention, community policing, education and history are at the heart of everything we do. The innovative Centre is a leader in youth education and crime prevention and plays an important role in the education of youth and families. The Centre also houses the historical collection and archives of the Calgary Police Service (CPS) and showcases the history of the Service dating back to 1885.

The Role:

The Marketing and Communications Lead plays an integral role in promoting YouthLink Calgary, showcasing our impact in captivating and compelling ways. As a creative communicator, you will work closely with all YouthLink Calgary teams in promoting and communicating programs, experiences, and services. We are looking for an enthusiastically energetic team player who can juggle multiple projects, is flexible, and is dedicated to creating truly exceptional marketing and communications materials and assets.

Responsibilities and Duties:

- You will be responsible for understanding the organization's strategic priorities and initiatives to support YouthLink Calgary's marketing and communications across all teams (programming, visitor experience, museum, retail, etc.)
- Conceive and develop content through creative writing and imagery and deploy across a range of digital and print channels.
- Understand the target market and adapt tone, style and content to ensure relevance and appeal to varying audiences.
- This position will be a natural storyteller with the ability to identify the who, what, where and why of the many programs and services YouthLink Calgary offers.
- Generate innovative concepts and ideas that correspond with the marketing calendar's activities and events, such as promotions and product launches.
- Edit and update YouthLink's website, encompassing search engine optimization, copywriting, content management and tracking engagement. This will also include troubleshooting any website issues that may arise.

- Engage in media relations activities such as: writing news releases, answering media calls, preparing for any interviews or speeches by generating articulate speakers notes etc.
- Collaborate with YouthLink's various departments and external third parties to generate additional content.
- Taking photos and videos at events, as well as assist in the planning, collateral input, set-up and execution of events.
- Ensure consistency in brand tonality and layout for marketing collateral through tailored messaging and design.
- Planning and overseeing social media campaigns, paid and organic. This will include, developing graphics for social media and shooting and editing photos to be used across various platforms.
- Proficient with graphic design modalities and visualizing and creating graphics, illustrations, logos, layouts and shaping visual aspects of YouthLink's website
- Assist with the development and execution of the organization's marketing strategies.
- Assist with developing community relations, strategic partnerships and collaborations with like-minded institutions, along with maintaining strong partnerships with internal stakeholders across various departments.

Qualifications:

- Post-secondary degree in a relevant field of education such Communications, Marketing, Public Relations, Journalism etc.
- A minimum of three years of related marketing and communications experience is required.
- Exceptional team skills and a commitment to maintaining a positive, collaborative, and respectful work environment.
- Exceptional writing and communication skills.
- Demonstrated proficiency and experience in use of computer systems including Adobe Suite (photoshop, InDesign, Illustrator), WordPress, and other related software.
- Ability to take projects from concept through to final production.
- Exceptional copywriting, editing and proofreading skills.
- Strong grasp of social media analytics and media monitoring.
- Knowledge of photo editing software (Photoshop, Canva etc).
- Proven experience operating a video camera and video editing software.
- Must have excellent verbal and written communication skills; must be detail-oriented, well-organized and able to set priorities under pressure.
- Must be creative-minded and a self-starter.
- Ability to take initiative and work independently.
- Excellent organization, planning and time management skills.
- Passionate about youth education and learning.
- Previous experience in the non-profit or cultural sector will be considered an asset.
- High regard for accuracy and attention to detail with excellent organizational skills and the ability to prioritize a varied and dynamic workload.
- A person of integrity; committed to upholding professional ethics and encouraging public relations best practices.

Additional Information

- This is a full-time position working 35-hour work week, from Monday to Friday in-person. The person in this position may be asked to work weekends and evenings on occasion and may be asked to attend external presentations and events.
- A CPS enhanced security clearance is a condition of employment for this position.

Application Process:

Please note that resumes without a cover letter will not be considered.

Thank you to all who apply, but only those selected for an interview will be contacted.

YouthLink Calgary encourages applicants from diverse communities and across the Government of Canada's job equity groups.