



Communications Manager

Position status: Full-time, 35.00 hours per week

Compensation: Annual salary band between \$70,266 - \$90,655. Wage will commensurate with education and experience. Comprehensive benefits package after 3 months.

Organization Overview: GRIT strengthens communities by offering comprehensive early-learning programs and education for children living with disabilities, their families and educators. Our mission is to build on the skills, knowledge, capacity and confidence of families and educators to ensure children with disabilities are supported in inclusive settings so they can meaningfully participate in the opportunities life has to offer. We have been providing quality services and education to children with disabilities, families and childcare providers since 1982, and have set the precedent for inclusive care across Edmonton, Alberta and Canada.

Position Overview: Reporting to the Chief Executive Officer (CEO), as the Communications Manager at GRIT, you will be the driving force behind our communication strategy. You will be responsible for developing and executing comprehensive communication plans, managing our digital presence, engaging with stakeholders, and enhancing our brand visibility.

Key Responsibilities:

- Develop and implement strategic communication plans that align with organizational goals and objectives.
- Craft compelling messages that effectively communicate GRIT's mission, values, and impact.
- Manage relationships with media outlets, prepare press releases, and proactively seek opportunities for positive media coverage.
- Serve as the primary spokesperson for GRIT, ensuring consistent and accurate messaging.
- Oversee and enhance GRIT's digital presence, including website content, social media channels, and other online platforms.
- Develop and execute digital marketing strategies to reach and engage target audiences.
- Ensure consistent branding across all communication materials, maintaining a strong and cohesive brand identity.
- Develop and enforce brand guidelines to uphold the organization's visual and messaging standards.
- Cultivate and maintain positive relationships with stakeholders, including donors, partners, and the community.
- Implement strategies to enhance engagement and support for GRIT's mission.
- Oversee the supervision and mentorship of future Communications Coordinator.

Qualifications:

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- Min 5 years' experience in communications, with a focus on strategic planning and execution.
- Excellent written and verbal communication skills.
- Strong media relations experience and the ability to interact with diverse stakeholders.

- Proficiency in digital marketing and social media management.
- Creative thinking and the ability to develop innovative communication strategies.
- Strong organizational and project management skills.
- Clean Police Information Check with Vulnerable Sector, and Children's Intervention Check

Please submit resume to: hr@gritprogram.ca

Closing date to apply: March 27, 2024