

Development and Communications Officer

Purpose and general accountability:

The mandate of EducationMatters is to advance and enhance public education for school-aged children in Calgary, primarily at the Calgary Board of Education. The Development & Communications Officer works to coordinate fundraising and communications efforts to maximize resources for EducationMatters. Reporting to the Director, Donor & Community Engagement, the Officer will focus on the work of communications, fund development, prospect research and donor stewardship and handle the respective technical and administrative tasks to ensure success for the development and communications aspects of EducationMatters.

Specific accountabilities:

Communications

Take a lead role in the Communications of EducationMatters; this includes but is not limited to:

- Overseeing the design, copy and production of all printed and electronic materials, including the annual community report, presentation materials for use by board members, staff and volunteers, e-newsletters and all other communications materials in alignment with CBE Communications and the Fund Development and Communications Committee of the board
- Development and creation of video content for website, e-newsletters, etc.
- Development and management of social media program
- Interviewing contacts, writing stories and creating videos celebrating foundation donors, grant recipients, scholarship winners and community partners
- Generate awareness of why education matters, how we contribute to CBE student success and how members of the public can get involved

Fund Development

As a key member of the Development and Communications team, this position supports the fund development activities of EducationMatters by:

- Supporting the strategic planning for, and assisting with the implementation of, fundraising campaigns/initiatives, with a goal to take on and manage a small portfolio of fundraising donors/initiatives
- Assisting with the creation and maintenance of a sustainable fundraising pipeline
- Performing prospect identification and research tasks
- Developing and implementing a stewardship program, in conjunction with other team members, that ensures long-term meaningful relationships with donors
- Supporting fundraising, stewardship and other events as a member of the EducationMatters team

Technical and Administrative

As the primary technical and administrative support for the Fund Development and Communications team, this position is responsible for:

- Utilizing technology for communications strategy including creating and implementing donor giving webpages, video work, social media and information material design
- Leading the management and maintenance of the EducationMatters website
- Taking a lead role in overseeing work of student intern

- Providing administrative support, including minute taking, for committees and specifically the fund development and communications committee of the board, as required
- Assisting with data entry in donor database

Skills and Personal Characteristics:

- Exceptional oral and written communications skills, and a proven ability to handle pressure while balancing priorities within time and resource constraints
- Comfort and ability to interact and communicate with stakeholders of all types
- Strong organizational and planning skills
- Ability to work independently but also works well within a team environment
- Personal integrity and a strong work ethic
- Initiative and resourcefulness
- Possesses good judgment and discretion in dealing with confidential or sensitive matters
- Commitment to the ongoing enhancement of public education

Qualifications:

- Post-Secondary education in business, communications or other appropriate field or equivalent skills and transferable work experience
- Previous experience in a fund development and/or communications role; experience with an education focus an asset
- Strong administrative, planning and reporting skills, combining breadth of thought and vision with careful attention to detail
- Experience and proficiency with video editing, social media, desktop and web publishing software and applications (e.g. Adobe InDesign, Constant Contact, Hootsuite, WordPress)
- Skill in the use of fundraising management software or other databases (e.g. Raisers Edge, Gifts for Windows and Foundation Information Management Systems - FIMS)
- Advanced skills with Microsoft Office (Word, Excel, PowerPoint, Outlook)

Terms of Employment:

Salary range: \$45,000 to \$60,000

Salary is commensurate with training and experience. Excellent benefits package and professional development and leadership potential with many opportunities for innovation and professional growth.

Please note that all employees must undergo and obtain an acceptable vulnerable sector police information check.

Please apply with a cover letter and resume to (PDF or Word formats preferred):

resumes@educationmatters.ca

This job posting will remain open until the position is filled. We thank all candidates for your applications.