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## Marketing & Communications Associate

### EducationMatters

EducationMatters is a non-profit foundation that was established in 2003 as a public trust for the Calgary Board of Education (CBE). A strong public education system is the cornerstone of a healthy and vibrant community. The best public education happens when the community participates in its development to ensure that disadvantaged students succeed in school and that every student is prepared for adult life. Our supporters make educational enhancement programs possible in the Calgary Board of Education and provide student awards to ensure that Calgary students have the opportunity to achieve more.

### Vision

Every Calgary Board of Education student, in every grade, will have equitable and barrier-free access to excellent learning opportunities and will complete high school.

### Job Description

EducationMatters seeks a Marketing & Communications Associate who will be an important member of our team. Reporting to the Executive Director, the Marketing & Communications Associate will be responsible for all marketing and communications initiatives as well as working with the EducationMatters team on events and fundraising campaigns.

This individual will work with the entire EducationMatters team to reach the goals set in our organizational annual plan.

The successful candidate will be required to complete a Police Check.

### Key Responsibilities

- Developing and executing an annual plan in Marketing & Communications.
- Managing all aspects of the website.
- Completing our annual Report To Community.
- Writing and distributing e-newsletters.
- Developing strategy and implementing the Direct Marketing fundraising initiatives.
- Executing all social media posts.
- Designing promotional and informational materials as needed.

## Key Attributes of a Successful Candidate

- Have an undergraduate degree and at least five years of Marketing & Communications experience.
- Be a strong communicator – written and spoken.
- Have experience writing and managing direct marketing fundraising campaigns.
- Be comfortable working with all social media platforms.
- Have experience working with all aspects of websites.
- Be creative and have design experience.
- Be a self starter who can work well with a team and independently.
- Preferably have experience in the area of education or child-focused non-profits.
- Have experience working with Blackbaud products – Raiser’s Edge specifically.

## Compensation

EducationMatters provides competitive compensation including a comprehensive benefits package.

## Application Deadline

November 20, 2024

## Application Submission

Please send application materials (resume, cover letter and salary expectations) to

kanthony@educationmatters.ca.