



EDMONTON
SENIORS
COORDINATING
COUNCIL

EAFA Communications Lead **EAFA is the Edmonton Age Friendly Alliance initiative**

Background

Edmonton Seniors Coordinating Council (ESCC) brings people, ideas, and information together to build collaborative approaches to services, supports and circumstances affecting older adults.

The ESCC plays a leadership role in empowering the Edmonton seniors sector to become more collaborative, connected and coordinated. In its role, ESCC convenes tables of thought leaders, experts, changemakers, program developers, and grassroots activists to support older adults. This network comes from diverse sectors that are working together to reimagine aging in Edmonton. Collaborative efforts to benefit older adults are taking place at all levels—from providing services and programming to advocating for systems-level change.

The ESCC is the backbone organization supporting several programs and projects including the Edmonton Age Friendly Alliance (EAFA), a network for the well-being of older adults. EAFA helps make our city more age friendly by recognizing diverse needs of seniors, and actively supporting their inclusion, engagement and well-being.

Position Summary

ESCC is looking to hire a dynamic communications professional with a diverse skillset and wide range of experience to fill the role of **EAFA Communications Lead**.

The EAFA Communications Lead is part of a team responsible for executing internal and external communications strategies and tactics, contributing to the delivery of a comprehensive communications program that supports our projects and the organization's strategic direction.



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This position reports to the Strategic Manager. The successful candidate will work collaboratively with EAFA (Stewards, Action Hubs, and others) and ESCC staff, including the Communications team (Communications Coordinator, the Administrative & Communications Specialist, and others), to identify opportunities to leverage communications efforts for enhanced awareness, reputation, and relationships.

This position will play a large role in liaising with project leaders to organize community events and develop and disseminate informative materials and engaging content for digital platforms and associated activities (such as basic technical aspects of the communications field) that support EAFA and its initiatives.

We are looking for someone who works well in a team setting, can effectively navigate an environment that includes elements of complexity and ambiguity, and is able to balance multiple activities on varying timelines.

Position Function and Key Responsibilities:

1. Project Work
 - a. Attend EAFA Steward meetings as required to advise related to communications
 - b. Identify communication needs for projects in collaboration with Communications team
 - c. Develop plan(s) together with Communications team for addressing project communication needs
 - d. Work with Communications team to create resources and materials for project
 - e. Work with EAFA Stewards and ESCC staff to organize awareness campaign through various community events.

2. Social Media
 - a. Create and implement project social media posts (Facebook, Twitter, LinkedIn)
 - b. Manage day to day social media accounts
 - c. Curate content
 - d. Share relevant content from project partners
 - e. Build community awareness of project initiatives
 - f. Identify opportunities for original content
 - g. Respond to comments

3. Website Support

- a. Update Events Calendar with events being held by EAFA project members
- b. Work with Communications team to edit and post project material on WordPress website
- c. Work with Communications team to optimize project website and keep up to date

4. Content Creation/Curation

- a. Content creation: including developing written elements (articles, interviews, blurbs, etc.) related to the EAFA initiative to be used in ESCC's newsletter, website, print materials, and external submissions
- b. Content curation: identify, catalogue and summarize sources of information and/or content that align with organizational and project priority areas
- c. Support Communications team in visual design through use of Canva
- d. Proof-reading

5. Communications Planning

- a. Work with Communications team to identify opportunities to highlight EAFA and its initiatives
- b. Contribute to ESCC's planning and evaluation processes
- c. Collaborate on communications strategies and plans that help drive organizational goals, contribute to development of messaging, and ensure adherence to brand standards
- d. Other duties as assigned

Skills and Abilities

- 3+ years of experience in a communications role, with non-profit and/or seniors sector experience is an asset
- Post-secondary degree or diploma in communications, public relations, marketing, journalism, or related field
- Experience writing and designing a variety of communications products
- Experience managing corporate social media accounts
- Graphic design skills or experience developing visual elements in Canva, a definite asset
- Basic video editing skills, an asset

- Familiarity with DSLR cameras, an asset
- Proficiency in (or willingness to learn) various software applications, such as e-newsletter programs, web publishing tools/content management systems
- Working knowledge of Microsoft Office 365 and Google Workspace
- Superior prioritization and time management skills — ability to juggle multiple demands in a fast-paced and changing environment
- Self-motivated and team player, able to effectively work independently and collaboratively
- Attention to detail
- Analytical approach
- Sound judgement and decision-making

Compensation:

This is a one-year position (37.5 hours per week). There is some flexibility to work from home on an agreed-upon schedule. Hours may vary outside typical workday scheduling, should meetings or events take place in the evening or weekend. The salary is \$60,000 annually, plus benefits.

Application Submission:

Please send a cover letter and resume as a single PDF to Kym Schreiner, Strategic Manager: Kym@seniorscouncil.net by 4:00 p.m. (MST) on April 25, 2025.

Candidates with lesser qualifications may be considered at a lower classification and salary. This competition may be used to fill future roles at the same or lower classifications.