

PUBLIC RELATIONS, COMMUNICATIONS, AND MARKETING SPECIALIST

Location: High River, Alberta. Office in-person position with some travel requirements.

Salary: \$30.00 per hour. One year contract position based on a 37.5-hour work week with the possibility of working into a full-time staff position in June 2024. Any travel expenses will be covered.

Benefits: \$1000 per year to cover prescriptions, eyeglasses, dentist fees or any other health-related requirements.

Organization and Position Overview:

Bridges of Love is seeking an experienced and dedicated Public Relations and Marketing Specialist with expertise in the not-for-profit sector and some experience/interest in emergency preparedness and training. In this role, you will be responsible for developing and implementing comprehensive public relations and marketing strategies to raise awareness, promote programs, and support fundraising efforts for our ministry/charity. The ideal candidate should have a strong background in public relations, marketing, and communications, along with a passion for not-for-profit work, building resilient communities through emergency preparedness and training.

Responsibilities:

1. Develop and execute Public Relations Strategies:

- Create and implement strategic public relations plans to enhance the organization's visibility, reputation, and impact.
- Build relationships with key media outlets, journalists, and influencers to secure positive coverage and increase media presence.

2. Marketing and Branding:

- Develop and execute marketing campaigns to promote organization initiatives, programs, and events.
- Manage the organization's brand identity, ensuring consistency across all marketing and communication materials.
- Create compelling content for various channels, including social media, websites, newsletters, videos, and print materials.
- Monitor and analyze marketing campaign performance and provide recommendations for improvement.

3. Crisis and Emergency Communication:

- Develop and implement crisis communication plans to ensure effective response and reputation management during emergencies or critical incidents.
- Collaborate with relevant stakeholders to promote community emergency training for the target audience.

4. Not-for-Profit Fundraising:

- Support fundraising initiatives by creating persuasive messaging, donor communications, and campaign materials.
- Collaborate with the development team to create and execute fundraising campaigns, grant opportunities, including online and offline channels.
- Identify and cultivate relationships with potential donors, sponsors, and partners.

5. Stakeholder Engagement:

- Cultivate and maintain relationships with key stakeholders, including volunteers, churches, partners, community organizations, and government agencies.
- Collaborate with internal teams to ensure consistent messaging and coordination.
- Stimulate support for Alberta's Civil Society Advisory Coalition (ACSAC) with members from our target communities.
- Conduct market research and analysis to identify trends, target audiences, and potential partnership opportunities.

Qualifications:

- Bachelor's degree in public relations, Marketing, Communications, or a related field
- Proven experience (5 years) in public relations, marketing, or communications, preferably within the not-for-profit sector and keen interest in emergency training.
- Strong understanding of not-for-profit operations, fundraising principles, and stakeholder engagement strategies.
- Excellent written and verbal communication skills, with the ability to create compelling content for different audiences and channels.
- Proficiency in social media platforms, content management systems, and marketing analytics tools (WIX Website).
- Experience in crisis communication and reputation management.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Ability to work independently and collaboratively in a small team environment.
- Knowledge of emergency training programs and best practices is highly desirable.
- Demonstrated passion for not-for-profit work, and community engagement, with determination, perseverance, and total commitment.
- Comfortable serving in a Faith-based NGO with a serving heart and vision for Bridges of Love's mission.

To apply for a position, please:

1. Submit your **Resume/CV** reflecting your most recent experience, skills, and qualifications tailored to match the requirements for this position. Include your contact information, education, work experience, skills, and any relevant certifications or achievements.
2. Submit a **Cover Letter** to introduce yourself, highlight your relevant qualifications and experiences, and explain **why** you are interested/passionate for the position.
3. Research **Bridges of Love** (bridgesoflove.net) before applying, to gain a better understanding of our values, mission, culture, and the specific job requirements.



Email: Marg Pollon, Executive Director margpollon@bridgesoflove.net.

The position is open for immediate employment.

Bridges of Love appreciates and thanks all applicants for your interest in applying for this position.