



**Canadian Mental
Health Association**
Wood Buffalo
Mental health for all

About CMHA

The Canadian Mental Health Association (CMHA) holds a unique position in Alberta. Every day it acts as a bridge between the medical world and the wider community. By maintaining a focus on client-centered work, CMHA is a provincial leader in mental health awareness and education, peer support, suicide prevention, and rural mental health service delivery. In a wide variety of approaches and venues, CMHA's evidence-based programs and resources build awareness, reduce stigma, and build resiliency and supports recovery.

What you will gain from a career at CMHA.

- An opportunity to make a difference in your community.
- Commitment to a flexible and supportive work environment.
- Health Benefits / Pension plan after 1 year.
- An opportunity to work with a great team.

Position Description

This position is for coverage of a maternity leave with a contract of 1 year. Working 8:30 AM – 4:00 PM Monday to Friday, including some evenings and weekends depending on scheduled events or commitments.

Job Description for Marketing and Community Relations Coordinator

The Marketing and Community Relations Coordinator at CMHA Wood is responsible for three key areas:

Marketing

Responsible for developing, implementing, and executing strategic marketing plans for the organization. The incumbent will be responsible to manage promotional messaging and products, and work to publish or distribute them to the public via media, advertising, and social media.

Communications & Public Relations

In consultation with the Executive Director, the incumbent will be responsible for the oversight of all internal and external communications and public relations for the agency, ensuring its message is consistent and engaging while maintaining a favorable public image for the agency. The incumbent will be responsible for preparing detailed media reports, press releases, preparing media kits, organizing press conferences, and marketing materials.

Event planning & Fund Development

Plan and organize promotional, business, and social events. Manage entire process from planning stage, right through to running the event and carrying out the post-event evaluation. Support the



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implementation of a strategic approach to fundraising that will include annual fund activities, a sponsorship program, a grant writing program and the solicitation of pertinent in-kind resources.

Skills/Responsibilities:

- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.
- Ability to think creatively and innovatively.
- Budget management skills and proficiency.
- Create informative and interesting press releases, press kits, newsletters, and related marketing materials.
- Develop and implement effective communication strategies that builds the agency reach in the community.
- Plan and manage the design, content, and production of all marketing materials.
- Manage CMHA Wood Buffalo social media platforms: Responsible for planning, implementing, and monitoring social media strategy to increase brand awareness, increase program registration numbers and events.
- Brainstorming and implementing event plans and concepts.
- Negotiating sponsorship opportunities.
- Handling all logistics of event management including volunteer management, obtaining permits, managing branding and event communications, developing event feedback processes, and handling post event reports to senior management.
- Incumbent must be confident in their communications and is expected to speak publicly including local media outlets.
- Build long-term relationships with all relevant stakeholders, such as local government, media people, politicians, sponsors, and community partners.
- Create a fund development plan that addresses both the expansion of existing and the addition of new revenue streams thus increasing the organization's annual revenues in support of the strategic direction of the agency.
- Identify, cultivate and solicit corporate, community and individual prospects in support of the organization's fundraising activities.
- Oversee the administration of a donor database that supports all the organization's fundraising and stewardship initiatives.

Qualifications and Experience

- Bachelor's degree in business, management and/or related experience.
- A solid combination of skills, credentials, and 2+ years of experience.
- Skills in program development, implementation, marketing and promotion.
- Experience in planning events and fundraising.



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- Previous experience using, Wordpress, Wix, Illustrator, InDesign and Canva is considered an asset.
- Extensive knowledge of social media platforms and various other communication platforms.
- The ability to work independently and as part of a team with enthusiasm and creativity.
- Experience in Grant Writing preferred
- Advanced knowledge of MS office programs (word, excel, PowerPoint, outlook)
- Knowledge of financial reporting, budget development and cost/revenue analysis.
- Effective written and verbal communications skills.
- Decision making and problem-solving skills.

Application Process

Submit a resume and cover letter to operations@woodbuffalo.cmha.ab.ca. The attachments should be in MS word or PDF format. For more information, please email the above e-mail address.

Competition will remain open until a suitable candidate is hired.

We thank you for your interest, but only successful candidates will be contacted.