

Coordinator, Communications & Marketing [Full-time Permanent]

About Us

The Edmonton Humane Society (EHS) has been an animal welfare leader in the Edmonton community since 1907. We strive to be a model of excellence in the advancement of animal welfare and to lead the movement in creating a more humane world. EHS is a safe haven for thousands of homeless animals each year, providing veterinary treatment, behavioral rehabilitation, care, enrichment and rehoming. Beyond animal sheltering, we engage with the community through various programs and services to support happy, lifelong bonds between people and pets.

The Role

The Coordinator, Communications & Marketing works alongside the Communications and Marketing team to project manage the communications and marketing needs of all EHS departments on a day-to-day basis, ensuring that all plans and activities align with the overall communications and marketing objectives of the organization. This position is responsible for the development of communications and marketing plans, as well as the coordination and implementation of a results driven communications strategy through the delivery of timely, efficient and cost-effective internal and external support to all departments.

Key Roles & Responsibilities

[Internal Stakeholder Liaison]

- Support Manager, Communication & Education with assessing and prioritizing marketing /communications request.
- Follow up with departments to gather necessary information for completing requests.
- Keep internal stakeholders updated on the status and timelines of their request(s), including any necessary adjustment to the plans.
- Provide strategic communications and marketing advice aligned with best practices and organizational goals.
- Guide internal stakeholders on efficient use of marketing resources and tools.
- Participate in cross-functional department/project meetings to stay informed of organizational initiatives, identify potential story opportunities, and relay how they may impact communications and marketing department priorities.

[Project Coordination and Planning]

- Liaise with the Coordinator, Design & Digital Communications and Communications Officer for assistance with deliverables for marketing/communications plans, and the Manager, Communications & Education to ensure departmental and organizational objectives are aligned.
- Create effective communications and marketing plans to support the requests received from internal departments.
- Facilitate the creation of Asana requests from various departments and ensure timely action.
- Ensure communications and marketing plans support both short and long-term organizational goals, mission and vision.
- Continually assess and recommend adjustments to communications and marketing priorities.
- Coordinate the review/approval of deliverables by the appropriate stakeholders prior to publishing.

[General Communications]

- Review, edit and proof communications and marketing deliverables.
- Prepare tools such as forms (e.g. JotForm), third party platforms (e.g. Acuity, RallyUp, Rafflebox, Trellis) and draft communications as needed (e.g. MailChimp).
- Develop volunteer opportunities within the communications & marketing department and serve as a liaison.



- Work alongside the Communications Officer for the collection of content for ongoing communications, including internal/external newsletters, social media, regular TV segments, etc.
- Assist in crafting compelling narratives and written content that highlights the organization's mission, impact and success stories, effectively engaging supporters and raising awareness about our cause.
- Provide back-up support to Coordinator, Design & Digital Communications and Communications Officer as needed, and other duties as assigned.
- Provide campaign and events support for Fund Development department.

[Analyzing Results]

- Prepare wrap reports to analyze marketing/communications outcomes and make recommendations.
- Maintain department dashboards and coordinate data collection for reporting.
- Stay updated on marketing and communications best practices to inform future initiatives.

Education & Responsibilities

- Diploma or degree in a communications or related field (communications, advertising, public relations, graphic design, technology).
- Minimum 2 years in marketing and communications and/or related project management/coordinator experience in a relevant field.
- Proficiency in social media tools, graphic design software (Adobe Creative Suite, Canva), CMS (WordPress), email marketing platforms (MailChimp), form builders (JotForm), and project management software (Asana).
- Experience with photography and/or videography.
- Equivalencies will be considered.

Skills & Abilities

As the ideal candidate, you are organized, responsive and dedicated to providing timely service and link efforts to communications best practices. You have outstanding project management and time management, as well as written and oral/presentation skills in a computerized environment. You are proactive and detail-oriented with a professional attitude, as well as a strategic thinker who can communicate well with those outside of the communications and marketing field to make effective recommendations and help increase understanding of best practices. In addition, you enjoy working independently but also alongside an exceptional and dedicated team.

Compensation & Hours

- Compensation: EHS offers a competitive not-for-profit compensation package which includes a comprehensive benefits package, and a strong work-life balance.
- Hours: 40 hours a week; however, is expected to work hours as required to fulfill department responsibilities. Some evenings and weekends may be required.

How to Apply

If you are looking for a rewarding career in an exciting fast paced environment, we invite you to forward your resume and salary expectations, in confidence, by email to hr@edmontonhumanesociety.com

The Edmonton Humane Society is an equal opportunity employer, and we thank all applicants for submitting their resume. However, only those candidates considered for employment will be contacted.