

The Alberta Construction Safety Association (ACSA) is a registered independent not-for-profit organization whose Mission is “to provide quality advice and education for the construction industry that will reduce human suffering and financial costs associated with workplace incidents.”

Communications & PR Professional

Position Purpose

The Communications & PR Professional is an expert resource primarily involved in the planning and execution of internal & external communications, event-based marketing tactics, such as conferences, seminars, trade shows, and web-based communications endeavours. The Communications & PR Professional is tasked with helping to create & execute communications and public relations plans that will increase ACSA brand awareness, engagement, and action among target audiences and stakeholders to help the Association achieve its strategic objectives.

Duties and Responsibilities

- Planning – Assist the Manager, Marketing & Communications to create and execute communication plans that promote the brand, draw attention, encourage engagement, and affect desired action(s).
- Project Management – Plan and design events, including budgeting, scheduling, site selection, arranging for speakers, etc. to promote the ACSA brand and assist in achieving marketing & communications objectives.
- Reporting – Provide post-project reports assessing return-on-investment and suggestions for improvements to processes & budgets.
- Promoting / brand – Develop ideas & concepts for new communications tactics, channels and events designed to promote the brand and contribute to marketing objectives.
- Client Relationships – Builds and maintains relationships with media, government, stakeholders, clients and industry representatives.
- Interfaces where appropriate with internal/external stakeholders, vendors, and suppliers with professionalism in accord with the brand. Will include attending conferences, tradeshow, marketing meetings, etc.
- Writing – Strong writing skills to develop and maintain communication with key audiences including internal/external newsletters, articles/media releases, speech writing, website, etc.

Education

- Bachelor's degree in Marketing or Communications / Public Relations or a related field
- Proficient in Microsoft Office, WordPress, social media, and relationship management systems (CRMs)
- Must have strong written communications skills

Experience

- Minimum 5 years of related experience
- Experience with government relations preferred

Personal Skill Set

- Excellent time management and planning skills
- Strong verbal and written skills
- Well-developed interpersonal and conflict resolution skills

A combination of education and experience will be considered.

Resumes detailing education and relevant workplace experience must be submitted by email to: careers@youracsa.ca. No cover letter is required. Only those applicants invited to participate further in the hiring process will be contacted.

Closing Date: April 11, 2017