

## Communications Director

The Alberta Insurance Council (AIC) is looking for a Communications Director to develop and deliver our communications strategy, supporting all corporate and project specific communications activities.

### Duties

- Contribute towards achieving and continuously improving AIC's communication strategy, best practices and processes, as well as identify new opportunities for improvement and efficiencies within the AIC.
- Support strategic policy related communications efforts.
- Coordinate the successful implementation of the strategic communications plan.
- Maintenance and redevelopment of AIC and Alberta Accreditation Committee (AAC) website.
- Maintain and grow social media presence, including creating engaging content, posting, branding and metric tracking.
- Redevelopment of AIC branding and logo/ wordmark.
- Preparing written messaging using a variety of communication mediums.
- Monitor and measure the effectiveness of communication initiatives, making data-focused recommendations for improvement and demonstrating the value of communication efforts.
- Assist in the planning and implementation of innovative and creative communications strategies for organizational and project-level initiatives.
- Work collaboratively with internal teams and external partners to ensure alignment and consistency in messaging and branding.
- Support content creation regarding AIC's mission, vision, mandate, people and culture.
- Take the lead on producing the AIC annual report.
- Assist in the maintenance of media and government relationships.
- Coordinate the review of and/or development of corporate graphics/brochures/presentations and other visual materials, including accountability to ensure corporate presentation templates are current, accurate and functional.
- Support activities related to increasing public awareness and licensee education.
- Provide communication products to the AIC and on request AIC committees.
- Develop a communications plan, which supplements the Business Continuity Plan, to be executed in the event of an emergency or crisis.
- Development and production of project-specific communications materials including letters to the editor, fact sheets, newsletters, web content, video, news releases and social media content.
- Assist Speakers (C-Suite and Directors) in power point and other visual tools to assist and support the presentation.
- Assist in coordinating external events such as public open houses, stakeholder meetings, community events, project milestone celebrations.
- Consistently enhance the image and reputation of the AIC.
- Uphold all aspects of AIC's policies and practices.

### **Education and Experience**

- A Degree in Marketing, Business, Communications, Public Relations, Journalism or a related field and/or experience equivalent.
- 5-10 years of experience in a communications role with progressive responsibility.
- Experience developing and executing tactical communications strategies, with demonstrated success in the execution of those strategies.
- Experience using web analytics and social media monitoring/measurement tools.

### **Attributes & Skills**

- Strong work ethic and high integrity.
- Proven ability to write and speak effectively for a wide range of mediums conveying messages clearly and concisely (print, advertising, media relations, web, social media).
- Highly motivated, action oriented, and results driven.
- Proven ability to manage concurrent projects with varying deadlines.
- Proven ability to work independently and with a minimum of supervision.
- Ability to think creatively and make the best use of technology available.
- Demonstrated effective use of social media and other online tools.
- Familiarity with and experience using web development software such as Microsoft, WordPress, or similar platforms.
- Computer literacy in MS Office, Adobe Creative Suite, Google Analytics, Hootsuite, and other Social Media platforms.

### **Work Travel**

This position will require some local travel within Alberta. This position may occasionally require travel to other jurisdictions in Canada, or travel for training inside Canada or the United States.

This position could be located in either the Calgary or Edmonton offices of AIC and hybrid (Work from Home) arrangements will be considered.

### **Applications**

Please send resumes and application information to [hr@abcouncil.ab.ca](mailto:hr@abcouncil.ab.ca).