



## Communications Officer

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 Communications Officer will support the Manager, Communications & Education with the execution of communications strategies and plans primarily in the area of public relations, social media management, content creation, and media relations.

They will collaborate with the Marketing & Communications team to implement effective communications strategies based on our target audiences, promoting the vision and mission of the Edmonton Humane Society (EHS), and telling our stories. This will include developing, writing, and editing marketing and communications materials, including press releases, blog posts and social media content, as well as representing the voice of EHS while engaging with our audiences both on social media and with media partners. They will be responsible for identifying and tracking KPI's related to these responsibilities, working with team on reporting and making recommendations related to the results.

### Key Roles & Responsibilities

#### Public/Media Relations

- Act as the day-to-day contact for media, responding to inquiries and coordinating interview requests as deemed appropriate with the Manager.
- Collaborate with marketing and internal subject matter experts in a timely manner to determine appropriate media responses via various channels.
- Provide support for approved, designated spokespeople identified for stories, including preparing speeches, and key messages for media interviews.
- Develop and coordinate the distribution of written materials including press releases, advisories, Q&A, backgrounders, and media statements as required.
- Maintain up-to-date media database and maintain ongoing media partnerships including regular television segments, partnerships with media/social media personalities, and special event media partnerships.
- Monitor current events and identify media engagement and other publication opportunities to the Manager, Communications & Education, that will raise EHS' profile.
- Perform media outreach and build relationships with key media contacts to proactively pitch stories through media outlets as appropriate.

#### Social Media Management

- Advise on and implement EHS' social media strategy, including promoting the organization's programs and services as well as tell EHS' stories through the appropriate social channels based on the audience and content.
- Coordinate and execute on the content creation, content calendar, and scheduling/publishing of content on common social media channels, including (but not limited to) Facebook, Instagram, X, TikTok, YouTube, LinkedIn, etc.
- Ensure that all communications and marketing material published on social media aligns with brand standards, social media policy, and organizational values and position statements.
- Engage with followers and encourage positive interaction while conveying the brand's persona using the tone/voice on various online channels.

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- Provide reliable, accurate and timely customer service by responding to customer queries through social networks, delegating or escalating as needed.
- Work with relevant influencers or complementary brands to grow the EHS's social following organically.
- Stay up to date with latest social media best practices/technologies and identify new opportunities to expand EHS reach within community.
- Report on social media metrics and track community engagement via social media channels.
- Manage advertising campaigns on social media platforms, including setting budgets, targeting audiences, and optimizing for performance.

## Storytelling & Content Creation

- Proactively seek shelter stories in line with the organization's storytelling strategy by collaborating with internal client groups and identifying appropriate opportunities for telling these stories across EHS' various channels.
- Work together with the Marketing & Communications department and subject matter experts to create compelling content for publication or campaigns.
- Lead the collection of content through shooting and editing imagery / video and/or coordinating with team members/volunteers to collect content.
- Collaborate with Marketing & Communications team members to conceptualize and implement communications strategies and campaigns, advising on how they can best be delivered through media and social media channels.
- Identify and suggest cross-promotional opportunities for content to be published on other platforms (e.g. website, blog, newsletter).

## Education & Requirements

- A degree or diploma in marketing, communications, public relations, or related field
- Minimum of three (3) years relevant experience in marketing, communications, or related field
- Experience within a public sector or non-profit fundraising environment is preferred

## Skills & Abilities

The Communications Officer is an integral member of the Edmonton Humane Society. As the ideal candidate, you have exceptional customer service skills and can actively coordinate and manage a complex calendar of deliverables all while providing high quality communications using various mediums and formats on a reliable basis.

You consistently exercise tact, good judgment, confidentiality, and discretion while upholding high standards of performance and accountability in a multi-tasking environment. In addition, you have strong planning, decision-making, organizational and problem solving skills as well as the ability to work independently and as part of a 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 cover letter, resume, and salary expectations, in confidence, by email to [hr@edmontonhumanesociety.com](mailto: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.*