



Employment Opportunity – PEI Alliance for Mental Well-Being

Position: Communications and Engagement Coordinator

Location: Charlottetown, PE

Listing Closes: October 4, 2023 - Interviews will be conducted on a rolling basis

Term: Full-time position

Hours: 37.5 hours per week - May include occasional evening/weekend work

Compensation: from \$34/hour plus a comprehensive benefits package

About the organization

The PEI Alliance for Mental Well-Being is an independent, incorporated non-profit organization working to build the resilience and mental well-being of Islanders, their families and communities. We provide leadership, coordination, and communication related to mental well-being on PEI through championing the science of resilience and fostering collective impact across sectors.

The Alliance's Focusing Action for Positive Change Grant Program is a funding mechanism that supports projects and initiatives that focus on building and strengthening the resilience of individuals, families, and communities to help improve well-being outcomes for all Islanders.

About the Role

Reporting to the Alliance's Director of Operations, the Communication and Engagement Coordinator advises the Alliance and its leadership on strategic communications and public relations.

Main Responsibilities

- 1. Communication Strategy-** The Communications and Engagement Coordinator will lead all communications strategies for the Alliance.
 - Working with the Alliance leadership and staff, the incumbent develops and oversees the implementation of communication plans that keep the public, partners, and varied stakeholders informed of the organization's initiatives and direction.
- 2. Issue Management-** The Communications and Engagement Coordinator will lead all issue management strategies for the Alliance.

- Monitors the public environment and keeps the Alliance leadership and staff continuously informed and prepared to speak about relevant ongoing issues
 - The incumbent identifies potential concerns or opportunities, analyzes risks, and ensures Alliance leadership is appropriately briefed.
 -
- 3. Key Message Development**-The Communications and Engagement Coordinator will lead all key message development for the Alliance.
 - Plays a significant role in producing the Alliance's most sensitive and high-level communications pieces; and
 - Including news releases, speaking notes, web and social media content, presentations, briefing notes, letters, etc.
 - 4. Newsletters**-The Communications and Engagement Coordinator is responsible for any suggested Alliance newsletters.
 - Designs content for virtual and mailed newsletters;
 - Assembles newsletters within templates, including visuals and hyperlinks; and
 - Edits and reviews newsletter for accuracy, spelling, grammar, inclusivity, etc.
 - 5. Media/Communications Contact**- The Communications and Engagement Coordinator is responsible for any media relations for the Alliance.
 - Acting as the key point of contact for media inquiries;
 - Directs questions, provides advice and guidance to Alliance leadership and staff, and coordinates a response; and
 - Acts as the key point of contact for the Alliance with key government and institutional partners.
 - 6. Event Management**-The Communications and Engagement Coordinator works with third parties to oversee the planning and execution of media and knowledge mobilization events.
 - 7. Website**-The Communications and Engagement Coordinator is responsible for the Alliance's website.
 - Responsible for the content and maintenance of the Alliance website;
 - Updates content on the Alliance website regularly;
 - Audits website for timely content and user experience;
 - Makes recommendations to improve website usability, functionality, effectiveness, and user experience; and
 - Liaises with IT provider/vendors to ensure website updates are done effectively and efficiently.
 - 8. Social Media**- The Communications and Engagement Coordinator is responsible for any social media relations for the Alliance.
 - Oversees all existing social media channels, including Twitter, Facebook, Instagram, LinkedIn, etc.

- Creates, maintains, updates, and implements a social media calendar, including content development and sharing;
 - Keeps apprised of social media trends and new media; and
 - Produces and manages social media “marketing” initiatives supporting the organization’s goals and strategic priorities.
- 9. Brand Management:** The Communications and Engagement Coordinator is responsible for all brand management for the Alliance.
- Identifies opportunities for enhanced branding (new programs, etc.) and applies the Alliance brand plan;
 - Develops, implements, evaluates, and modifies comprehensive complex brand plans that support the overall strategic communication activities of the Alliance;
 - Provides oversight and coordination with third-party providers to ensure compliance with Alliance branding plans; and
 - Supports Alliance team to ensure consistent application of Alliance branding plans.

Job Requirements

Applicants must have:

- An undergraduate degree in Communications, Public Relations, Marketing, or a related field OR an equivalent combination of education and experience;
- Must have considerable experience in a similar communications role, providing advice to colleagues and considerations to senior leaders within a complex public organization; and
- Knowledge of public relations, strategic communications planning, and research techniques and processes.

You must also have:

- Excellent writing, verbal, and presentation skills;
- Strong organizational skills with superior attention to detail and accuracy;
- Ability to work independently and as part of a team;
- Ability to support the Alliance's values to ensure a culture that champions equity, diversity, and respectful workplaces.

Other assets:

- Bilingualism is considered an asset;
- A master’s degree or post graduate certification would be an asset;
- Applicants with a sound understanding of the relevant policy issues that affect individuals, families, and communities is preferred;
- Familiarity with the science of brain development and change theories or willingness to learn;
- May require travel so the incumbent must be able to always obtain and maintain valid travel documentation; and

- May require working outside of standard business hours (8:00 am – 4:00 pm).

What We Offer

In addition to a competitive salary and a rewarding career where you can truly make a difference, we offer a comprehensive benefits package that meets the various needs of our diverse employees, including paid vacation and personal days; health and dental benefits; employee and family assistance plan, RRSP matching.

How to Apply

Please submit a cover letter and resume/CV to Jenni Paynter, Director of Operations at Jenni@afmwb.com with the subject line as Communications and Engagement Coordinator. We encourage all qualified applicants to submit their application by the October 4th deadline. Please note that we may begin scheduling interviews prior to the deadline. We recommend interested individuals submit their application as soon as possible.

The Alliance believes that a strong commitment to diversity and inclusion enables us to truly have a positive impact on the well-being of everyone. We strongly encourage applications from Indigenous peoples, racialized people, people with disabilities, people from gender and sexually diverse communities and/or people with intersectional identities.

We appreciate your interest and thank you for your consideration; however only applicants selected for an interview will be contacted.