



Employment Opportunity – Alliance for Mental Well-Being

Position: Communications and Engagement Lead

Main Office Location: Charlottetown, PE

Term: Full-time position, commencing immediately

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

Compensation: starting from \$75,708 annually, plus a comprehensive benefits package

Deadline to Apply: Posted until filled

About Us

The Alliance for Mental Well-Being (The Alliance) is an independent, incorporated non-profit organization dedicated to improving mental well-being outcomes for all people across PEI. Our purpose is to help create a future where everyone can achieve and maintain the best possible mental well-being throughout their lives. Our mission is to support and empower our community partners in their prevention-focused and evidence-based work to enhance mental well-being. To achieve our mission, we are committed to:

- providing relevant learning and development opportunities
- incorporating the latest research into our practices and sharing knowledge with our community
- creating opportunities for deep connection and collaboration
- encouraging innovation and change
- providing capacity support
- advocating on behalf of our courageous community partners

About the Role

The Communications and Engagement Lead is responsible for leading and executing the organization's communications and branding activities in alignment with the Alliance's mission and strategic priorities. Reporting to the Director of Innovation and Engagement and working in close collaboration with all departments, the Communications and Engagement Lead will execute and monitor all functional aspects of the Alliance's communications and engagement plans.

Main Responsibilities

Communications

The Communications and Engagement Lead will work with the Alliance leadership and staff to develop and oversee the implementation of communication plans that keep the Alliance's partners and interested parties informed and engaged in the organization's initiatives, direction and accomplishments.

What You'll Do:

- Lead all communications and marketing projects, timelines, and budgets.
- Work closely with all departments to design/deliver strategies and campaigns to promote the Alliance work.
- Prepare content.
- Work collaboratively with the Alliance team to align strategies with content output.
- Prepare the Alliance Annual Report.
- Lead the production of the Alliance newsletter (creating content for virtual correspondence, edited, and reviewed for accuracy, spelling, grammar, inclusivity, etc.).
- Prepare presentation materials for events, partner engagement activities, and executive reports.
- Create and manage the Alliance's annual corporate communications calendar.

Information Management

The Communications and Engagement Lead will lead all information and issue management strategies for the Alliance.

What You'll Do:

- Monitor the public environment and inform the Alliance leadership and staff on relevant ongoing issues.
- Identify potential opportunities or concerns, analyzing risks, and ensuring Alliance leadership is appropriately briefed.
- Lead critical message development for the Alliance including the production of sensitive and high-level communications pieces.
- Lead media relations for the Alliance.
 - Acting as the critical point of contact for media inquiries, directing questions, providing advice and guidance to Alliance leadership and staff, coordinating responses, and acting as the critical point of contact for the Alliance with key government and institutional partners.
- Prepare news releases, briefing notes,

- Oversee creation of web and social media content,
- Create presentations, etc.
- Collaborate with team members to support planning and execution of community events, Annual General Meeting, media and public relations and special events.

Engagement and Relationship Management

The Communications and Engagement Lead will support the development and execution of strategies to enhance the organization's visibility, impact and relationships.

What You'll Do:

- Foster positive relationships through regular communication, collaboration, and feedback.
- Create tailored engagement strategies to address the unique needs and concerns of different groups.
- Facilitate engagement by support and serve as the primary contact for the PEI Brain Builders Network; a community of practice for fostering connections, sharing resources, and inspiring collaborative ideas.
- Manage the Alliance's CRM system.

Brand Management

The Communications and Engagement Lead is responsible for brand management for the Alliance.

What You'll Do:

- Identify opportunities for enhanced branding (new campaigns or initiatives, etc.) and apply the Alliance brand guidelines.
- Ensure consistency with the Alliance's brand visual identity, tone of voice, and guidelines across all departments.
- Provide oversight and coordinate with contractors to ensure compliance with the Alliance branding strategy.
- Support the Alliance team in ensuring the consistent application of brand strategy and visual +guidelines.
- Support the Alliance's fund development efforts.

Website

The Communications and Engagement Lead is responsible for the Alliance's website.

What You'll Do:

- Identify and support the creation of content for the website and monitoring for maintenance.
- Audit the website to recommend improvements (website usability, functionality, effectiveness and user experience).
- Collaborate with the Alliance's Digital Marketing & Information Systems Administrator to plan, execute, and monitor website work.
- Liaise with IT providers/vendors to ensure website updates are done effectively and efficiently.

Social Media

The Communications and Marketing Coordinator is responsible for the Alliance's social media.

What You'll Do:

- Oversee the Alliance's social media team, using Facebook, Instagram, LinkedIn, etc.
- Collaborate to create compelling and informative content to engage different audiences across social media platforms.
- Actively manage and grow the Alliance's social media presence, fostering community marketing and interaction.
- Analyze social media metrics to refine strategies and enhance engagement.
- Stay informed of digital trends and recommend/adopt new approaches to support the organization's objectives.
- Create, maintain, update and implement a social media calendar, including content development and sharing.
- Manage social media marketing initiatives to support the organization's goals and priorities.

Other Responsibilities

- Represent the Alliance on relevant committees and engagement events.

- Support the execution of the Alliance events.
- Other duties as required.

You're a great fit for this role if...

We want to ensure the Communications and Engagement Lead has the knowledge, experience, and skills needed to succeed in this important and rewarding role. Below are the **must-have requirements** we're looking for:

You have:

- An undergraduate degree in Communications, Public Relations, Journalism, or a related field OR an equivalent combination of education and experience.
- Experience in a similar communications role, providing advice to colleagues and consideration to senior leaders within a public organization.
- Knowledge of public relations, strategic communications planning, and research techniques and processes.
- Strong ability to write clear, concise, and engaging content for a variety of audiences (e.g., press releases, newsletters, reports, speeches).
- Excellent verbal and presentation skills.
- Organizational skills with attention to detail and accuracy.
- Motivation and the ability to use initiative and self-management skills to work independently with minimal direction.
- A committed team player attitude and enjoy frequent collaboration with team members and contractors.
- Critical thinking skills.

Other assets:

- Bilingualism is considered an asset.
- A master's degree or postgraduate certification would be an asset.
- An understanding of the policy issues that affect individuals, families, and communities on PEI.
- Familiarity or willingness to learn about the science of brain development and change theories.
- Obtain and maintain valid travel documentation.
- Ability to work outside business hours as required.

What We Offer

The Alliance is a hybrid work environment, and we embrace a flexible work plan to support our team. 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 needs of our diverse employees, including paid vacation, sick leave and personal days; health and dental benefits; employee and family assistance plan, and RRSP matching.

How to Apply

Please submit a cover letter and resume/CV to jobs@afmwb.com with the subject line: ***Communications and Engagement Lead.***

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.