



Strategic Communications and Design

At **Sage Seniors Association**, a powerful sense of mission influences everything we do. We want every Edmonton senior to live a full and healthy life, to do as much as they can, as well as they can, for as long as they can. To do this well, to strive to be the best we can be at it, we need great people who are eager to join that mission.

Community engagement at Sage Seniors Association (Sage) includes fund development, sponsorship, member and donor stewardship, major events, publications, communications, adult education and professional development, public relations, student engagement, life enrichment, and volunteer services.

Strategic Communications and Design is responsible for helping to position Sage in the public imagination. This position will work with the Community Engagement team to develop and execute fund development and stakeholder engagement initiatives, and will ensure effective communication of Sage's programs and services.

Community engagement is a critical means of informing and engaging seniors and the community in the services that Sage provides. Sage's ability to meet the needs of our clients, to engage our funders and donors, and effectively engage our stakeholders, depends on our ability to communicate effectively. Strategic Communications and Design works with the Community Engagement and Leadership teams to plan, coordinate, develop, and disseminate quality materials that position Sage as a leader in the sector, and help ensure seniors are aware of and connected to essential resources.

This is a permanent, part-time position (0.8 FTE - 28 hours per week)

QUALIFICATIONS

- Public Relations, English, Marketing, or Communications degree or diploma or equivalent experience;
- 1-3 years of experience in a communications environment;
- Previous experience working with volunteers.

Please see our website at www.mysage.ca for a full job description.

Please submit your cover letter and resume, indicating in the subject line "Strategic Communications and Design" by **April 26, 2021** to:

Nicole Smith
Sage Seniors Association
Email: nsmith@MySage.ca

Please note, due to the urgency of filling this position, resumes will be reviewed as they are received and interviews may occur prior to the closing date.

While we appreciate all applications, only candidates selected for an interview will be contacted.



POSITION DESCRIPTION

Position: Strategic Communications and Design

Program: Community Engagement

Reports to: Director of Research and Community Engagement

Date Approved: April 2021

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Strategic Communications and Design plays a significant role in telling the story of Sage, and as such, must:

- have a deep understanding of the organization and its target audiences;
- maintain a current understanding of the information needs of Edmonton seniors, especially those who are low-income and/or isolated;
- develop and implement strategies to increase the profile of Sage's programs;
- develop, maintain, and work within a comprehensive, strategic communication plan;
- develop and oversee guidelines for consistent brand management in communication materials to ensure that Sage's corporate identity is consistently communicated.

RESPONSIBILITIES:

Area of Responsibility	Tasks
Strategic Planning	<p>Work with the Community Engagement team to develop a strategic communications plan that supports the mandate of the organization, advances the organizational strategic plan, and facilitates the successful execution of annual fund development and stakeholder engagement initiatives. This requires maintaining a deep understanding of Sage's values and approach, and remaining current and informed of Sage's programs, services, funders, clientele, and other stakeholder groups.</p> <p>Strategic Communications and Design is responsible for ensuring that all of Sage's communications tools are effectively leveraged in support of the strategic communications plan. This includes:</p> <ul style="list-style-type: none">• employing project management and planning tools• actively engaging students and volunteers• supporting the evaluation of campaigns and implementing change accordingly
Project Management and Design: Directory of Senior Services	<p>Support the development of a project plan that ensures the efficient and timely execution of Sage's major publication.</p> <p>Work with internal and external stakeholders to support the curation of content for the annual Directory of Senior Services.</p> <p>Responsible for the design, proofing, and indexing aspects of the Directory, including:</p> <ul style="list-style-type: none">• Layout and design• Working with contracted advertising sales team to meet/exceed expectations of advertisers• Supporting volunteers engaged in producing the Directory
Graphic Design and Publishing	<ul style="list-style-type: none">• Responsible for Sage's visual branding and ensuring that the style/brand guide is adhered to in all Sage materials• Producing high-quality, engaging content that builds brand recognition• Creating a wide range of graphics and layouts as needed• Supporting fund development and communications campaigns

<p>Web Presence</p>	<p>Responsible for ensuring that the potential of our website is maximized, and that content is current, easily accessible, and relevant.</p> <p>Work with the Community Engagement team to effectively leverage social media engagement, including:</p> <ul style="list-style-type: none"> • Maximizing the potential for a broad audience to engage with Sage online; ▪ Developing creative connections between Sage’s physical activities, programs, and services, and our online presence.
<p>Print Publications</p>	<p>Effectively leverage Sage print publications toward the achievement of established annual goals.</p> <p>Solicit, curate, or create content, design, and produce Sage print materials, including:</p> <ul style="list-style-type: none"> ▪ Sage Link newsletter (quarterly) ▪ Brochures ▪ FAQ Sheets <p>Design, produce, and disseminate Sage’s Annual Report and quarterly email updates.</p>
<p>Client Services</p>	<p>Work with staff in all areas to promote Sage services and programs, and to disseminate information to seniors and their families, caregivers, professionals, and other stakeholders. This may include tasks such as:</p> <ul style="list-style-type: none"> ▪ Managing Sage’s photo and video collection and ensuring that use of these items meets privacy and ethics requirement (e.g. media release form management). ▪ Coordinating or producing promotional and written materials for key special events, including: <ul style="list-style-type: none"> - Ads and posters - Nomination and sponsorship packages - Moderator and Master of Ceremony scripts ▪ Participating in planning and implementation of workshops and special events ▪ Supporting the development of presentations on Sage programs and service
<p>Media and Community Relations</p>	<p>Participate on committees and communities of practice related to design and communications, particularly those who specifically seek to better meet the needs of seniors.</p>

	<p>Work with the Community Engagement team to create and distribute Press Releases.</p> <p>Monitor and report on the frequency of media coverage of Sage news.</p> <p>Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.</p>
Volunteer Coordination	<p>Work with the Community Engagement team to engage volunteers and/or students in all aspects of Sage communications, including: developing position descriptions, onboarding and training, supervision, and support as required.</p>
Other Duties	<p>Other duties as required and/or assigned.</p>

QUALIFICATIONS

- Public Relations, English, Marketing, or Communications degree or diploma or equivalent experience;
- 1 to 3 years of experience in a communications environment;
- Previous experience working with volunteers.

SKILLS AND EXPERIENCE

Strategic Communications and Design requires strong graphic design and writing skills. The role requires a strategic thinker with meticulous attention to detail, who works well under pressure and is able to successfully manage multiple projects simultaneously.

The successful candidate will have excellent interpersonal, design, and communication skills. To ensure success, they should be innovative, organized, and self-motivated, with a keen interest in driving strategic messages to key internal and external role-players.

- Excellent organizational and project management skills required;
- Broad base of knowledge and experience in various aspects of communications (eg. managing the production of informational and promotional materials, writing/editing, community relations, media relations, social media campaigns);
- Demonstrated desk-top publishing skills, including familiarity with Adobe Creative Cloud - excellent knowledge of InDesign required;
- Knowledge of community resources and services related to older people and care providers;
- Ability to develop and execute a comprehensive strategic communications plan;
- Self-motivated and able to work as part of a team.
- Strategic and creative mindset.
- A portfolio of work available for review.

HOURS OF WORK

28 hours per week (0.8 FTE). Office hours at Sage are 8:30 a.m. to 4:30 p.m. The office hours for this role will be established based on the needs of the organization and the successful applicant.

SALARY LEVEL

\$42,448 - \$61,208 per annum plus benefits and pension contributions as defined by board policy.

Starting point in this range will be based on an assessment of the successful candidate's education, skills, previous experience, and other factors.