

Position	Communications Manager College of Chiropractors of Alberta
Type	Full-time, continuing
Reports to	Chief Executive Officer (CEO)
Direct reports	None
Job summary	Reporting directly to the CEO, the Communications Manager is responsible for the strategy development and execution of the regulatory College's internal and external communications activities. This is a new role that is well-suited for someone seeking full responsibility for planning, management, and execution of organizational communications. Ideal start date is November 1, 2021, to allow for training and support from current association staff who also manage communications.

About the College of Chiropractors of Alberta

As a result of legislated changes made by Bill 46, The College of Chiropractors of Alberta (CCOA) will be established effective January 1, 2022, as a single-mandate regulator for chiropractors in the province. It is the successor organization to the Alberta College and Association of Chiropractors.

The CCOA is the health profession regulatory college responsible for the protection of the public, the provision of safe, competence, and ethical healthcare services, and oversight of the licensing and continued competency of regulated members within the legislated framework of the *Health Protection Act* and the Chiropractic Profession Regulation. The CCOA:

- Registers Doctors of Chiropractic in Alberta
- Ensures compliance to the Code of Ethics, Standards of Practice and other practice requirements and guidelines
- Monitors and evaluates professional, clinical, and ethical standards
- Investigates complaints and initiates disciplinary proceedings, when necessary, and
- Oversees continuing professional competency programs

Major Responsibilities

Communications

- Plan, create, manage, execute, and evaluate organizational communications that aligns with a comprehensive communications and engagement plan and brand positioning
- Ensure College style guide and voice is present in all communications
- Managing a yearly editorial calendar

- Writing, editing, and publishing/printing coordination for reports, newsletters, events, media releases, presentations, resource materials and other publications
- Provide communications, writing, and editorial support and coaching to college staff and Council as needed
- Operational execution/distribution of college communications
- Oversight of, and responsibility for, content and design of annual report to government
- Lead issues and crisis management support and communications counsel to CEO and Registrar
- External supplier contract management, service procurement and evaluation

Website

- Manage and coordinate website content, updates, and usability
- Content review and updates to website content, including planning and implementing an evergreening schedule
- Manage Google Analytics account, including tracking, analyzing, and reporting with recommendations

Digital Communications

- Execution of College digital communications including writing and editing content, designing, formatting, and distributing digital communications on schedule using email campaign tools
- Tracking and evaluating analytics including open rates, bounce backs and clickthrough rates for website, email communications and other digital communication content for strategic planning purposes

Social Media

- Plan and maintain a consistent social media presence over multiple platforms that aligns with organization strategic goals and operational imperatives
- Write, edit, and schedule social media content, including developing creative images
- Develop branded creative content for social media use
- Contribute to the development of updated social media guidelines and policies for regulated members
- Analyze and provide social media statistics for evaluation and strategic planning purposes

Other tasks

- Develop design projects as required (e.g., presentations and signage for projects and events)
- Respond to messages from regulated members and troubleshoot website, social media, or e-newsletter issues
- Ensure digital communications are CASL compliant
- Special project assistance with other departments and Council as needed
- All other duties as assigned

Qualifications

- 4+ years' experience in a communications or public relations position with experience across the spectrum of traditional and digital communications, and
- Degree or Diploma in communications, marketing or public relations preferred; an equivalent combination of experience and/or coursework may be considered

Technical Skills & Abilities

- Communications planning, implementation, and program management
- Writing and editing experience using CP style including writing for digital/web, print, and media
- Strong working knowledge of Microsoft Office (Word, Excel, PowerPoint) and Adobe Creative Suite (Photoshop, InDesign, and Illustrator)
- Graphic design skills considered a major asset
- Basic HTML and web content management systems and databases knowledge
- Strong working knowledge of different social media platforms and usability for businesses
- Experience managing audiences on social media channels and campaigns, with ability to monitor and adjust strategies based on performance
- Experience working with email campaign software MailChimp or similar platforms
- Ability to understand, learn and use new online tools, software and platforms as needed
- A proven understanding of SEO and Google Analytics
- Must speak, read, and write English fluently

Role Skills & Abilities

- Attention to detail and a high degree of accuracy
- Demonstrate ability to manage multiple and conflicting priorities in a fast-paced environment
- Demonstrates competencies of a leader, including self-awareness, self-management, self-development and demonstrated ethical behaviour
- Builds collaborations and partnerships
- Thinks strategically, analyzes issues, builds consensus, and identifies opportunities
- Well defined interpersonal skills including diplomacy, conflict resolution and problem-solving skills, with the ability to build and maintain engaging relationships with stakeholders
- Experience in people leadership, strategic thinking, project leadership and evaluation
- Knowledge of relevant legislation, regulations and policies impacting the regulated healthcare professions is an asset
- Proven ability to operate within a regulatory framework is an asset
- Ability to travel
- Must own, properly register, and insure own vehicle
- Satisfactory professional reference checks

Characteristics/traits for someone to enjoy this role

- Strong interpersonal and organizational skills
- Desire to deliver excellence, not just "good enough"
- Passionate about discovering and trying new technology and digital media tools
- Ability to see the forest for the trees
- Desire to continue learning and growing personal skills
- Ability to transition seamlessly between serving as lead on some items and support on others

Disclaimer

This job description outlines a representation of the responsibilities and specifications of the position and should not be considered to represent all requirements of the position. The incumbent may perform other duties as assigned, which are not specified in this description. A review and update of this job description will take place at the yearly performance review. Occasional evening/weekend work and/or travel required.

Perks

In addition to working for a high-performing and fun office the following perks come too:

- Hybrid work environment that provides the opportunity to work a combination of on-site and off-site at a schedule mutually agreed upon with the CEO
- Free onsite parking for office time
- Generous vacation
- College-provided extended health, dental and life insurance
- Staff activity days including themed potlucks and offsite activities
- A dog-friendly office led by Chief Morale Officer, Oscar the cockapoo

How to Apply:

To apply for this position, please provide an up-to-date resume detailing your prior work experience, education, skill set, and salary expectation. Additionally, please provide a one-page cover letter that outlines why you would be the best candidate for the role. Applications that do not include a cover letter will not be considered.

Applications are to be sent directly to the College of Chiropractors of Alberta attention Debra-Lynn Clouthier at dclouthier@albertachiro.com or through our website. Applications will be accepted until 11:59 PM on September 30, 2021. Only applicants shortlisted for interviews will be contacted.