



Communications Specialist Edmonton Corporate Office

If you have a high energy level, with a passion for communications, social media, video and design, we invite you to join our team. This dynamic role will keep you engaged, allowing you to express your creativity, develop new skills and work with a supportive team to promote the mission and strategic priorities of CAREERS: The Next Generation.

Your primary responsibilities will include:

- Working with a team to execute strategic communications and marketing strategies that influence perceptions and opinions of current and potential stakeholders.
- Assisting in the production of a variety of print communications including newsletters, annual and special reports, funding proposals, program brochures and information, and material for marketing initiatives.
- Monitoring and engaging daily on multiple social media channels to increase followers, maintain a strong presence and effectively deliver key messages.
- Maintaining and making changes on the CAREERS website.
- Gathering and sharing engaging stories through articles and videos.
- Working with a team to organize and execute a variety of events.
- Researching, analyzing data, and reporting on marketing strategies and campaigns.
- Contributing to and collaborating on creative ideas to take CAREERS to the next level.

As Communications Specialist, you will have the following attributes and qualifications:

- A degree or diploma in Communications, Journalism, Marketing or a related field.
- Ability to multitask and learn quickly.
- Excellent research, writing and editing skills across print and digital channels.
- Experience in leveraging social media as a communication tool.
- Knowledge of digital marketing tactics, such as SEO, Google AdWords, Social Media boosts, digital sponsorship.
- Experience with WordPress
- Experience operating a video camera.
- Graphic design skills and experience working with Adobe InDesign.
- Knowledge of Adobe applications such as Photoshop, Premier Pro and After Effects, considered an asset.

This opportunity is open until a suitable candidate is found. Please send your resume and cover letter to HR@nextgen.org. Thank you for your interest in this position, however, only those selected for an interview will be contacted.

CAREERS: The Next Generation is a unique, non-profit organization raising youth awareness of career options and helping students earn while they learn through internship. We partner with government, educators, communities, industry, parents and students to introduce youth to rewarding careers and develop the skilled workers of the future. Our vision is for strong, vibrant communities where youth develop their paths to career success. For more information on CAREERS: The Next Generation visit our website at nextgen.org.