



<b>Working Title: Manager, Communications &amp; Engagement</b>	<b>Reports to:</b> Executive Director
<b>Hours: 37.5hrs/wk</b>	<b>Location: Calgary</b>

**Position Scope/Summary:**

Reporting to the Executive Director, the Communications & Engagement Manager is responsible for designing, executing, and assessing multi-year and annual communications and engagement strategies for Lougheed House. The Communications & Engagement Manager will design and execute all email, social and earned media campaigns, designed to engage the community and target audiences with the vision and activity of Lougheed House.

**Specific Accountabilities:**

**Key Responsibility 1: Communications Strategic Development and Support (50%)**

- Lead the development of both external and internal strategic communications plans, with responsibility for the oversight and implementation of the various public relations, marketing and communications initiatives arising from those plans.
- Manage confidential information working with the ED and leadership team.
- Recognize and understand the political (internal and external) nature and implications of the relationships that Lougheed House has with diverse partners.
- Develop communication strategies to address sensitive points as needed with agencies, all levels of government, etc.
- Provide support to the leadership team and other staff as required, including writing speeches, speaking notes, issues management and key messages.
- Initiate ideas and cultivate opportunities and partnerships that enable Lougheed House’s involvement in relevant external events and activities.
- Contribute during team meetings including suggesting ideas, brainstorming or providing feedback citing Communications best practices.
- Lead the development, design and implementation of a variety of external and internal communications, including but not limited to websites, social media, media releases, Q & A, fact sheets, business plans, annual reports, etc.
- Collect and report on best-practice communications metrics to measure the effectiveness of various communications activities.
- Identify, anticipate and track issues and develop key messages to support Lougheed House’s communication strategies and apprise the ED of emerging issues that could impact Lougheed House’s reputation.
- Cultivate and maximize existing and new outside suppliers and service providers (graphic designers, photographers, videographers, etc.) to build communication products to help Lougheed House tell its story.
- Ensure all communications are consistent, appropriately reflect Lougheed House’s visual identity standards and accurately convey Lougheed House’s brand story.
- Oversee the execution of Lougheed House’s digital strategy and oversee the quality, consistency and relevance of the website and social media.
- Oversee the production of various print materials including, but not limited to brochures, handouts, direct mail leaflets, annual reports, report from the ED, etc.

## **Key Responsibility 2: Digital Presence & Media Relations Coordination (50%)**

### **Digital Presence**

- Lead the organization's digital media strategy of all digital communications, including the website.
- Develop and produce a proactive, strategic social media plan for implementation.
- Works with the programs team to develop content to drive interest to the program initiatives of Lougheed House.
- Work with external stakeholders to produce photography and video content as needed and identified in the communications plan to support the website and social media.
- Develop desktop publishing projects and design, as required.
- Maintain Lougheed House's social media accounts and website and manage and contribute content to internal communication vehicles.
- Increase online presence by maintaining the SEO strategy.
- Developing and creating new and innovative ways to engage external stakeholders.
- Design, create and manage promotions and social ad campaigns to increase reach and engagement.
- Manage efforts in building online reviews and reputation and monitor online reviews and respond to each review as required.

### **Media relations**

- Manage media events including news conferences, interviews, grand openings/special events to build relationships and understanding of Lougheed House's mission.
- Build a network of contacts with the Tourism Calgary, Travel Alberta, peer heritage sites and other tourism organizations and external stakeholders.
- Provide crisis communications when required and prepare and train those who may have to respond to media inquiries.
- Oversee, plan and deliver reactive and proactive media strategies, including the development of media advisories, key messages, questions and answers and the development and organization of media events to generate positive media coverage for the organization.
- Cultivate and maintains relationships with key media (but does not act as Lougheed House's primary spokesperson).
- Provide best-practice media relations support for all staff including training and interview preparation for spokespeople who require it.
- Create media lists, research editorial calendars and other editorial media opportunities to support telling Lougheed House's story.
- Passionately and proactively, tell stories through a variety of mediums about the successes, projects and results achieved by Lougheed House, so patrons and donors have a better understanding of Lougheed House's impact on the community.

### **Qualifications - Minimum and Preferred (Education, Certification, Degree, Concentration, Skills, Knowledge, etc.):**

- Degree or relevant post-secondary diploma in Public Relations, Communications or Marketing, or related discipline.
- Minimum 6-8 years' related experience responsible for the Communications function.



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- Equivalent education and work experience will be considered.
- Experience with non-profit organization is preferred working in a museum environment is an asset.
- Experience in digital and social media, and knowledge of what constitutes good graphic design.
- Experience with engaging patrons and the community through storytelling using various mediums.
- Must possess outstanding oral, written and interpersonal communication skills.
- Writing and editing experience using Canadian Press style including educating the organization on the benefits of using CP Style Guide.
- Ability to develop and maintain strong professional relationships with internal and external stakeholders and work effectively with all levels of employees is critical.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines and attention to detail.
- High level of critical and logical thinking, analysis, and reasoning to identify underlying principles, reasons, or facts.
- Exhibit strong personal values, integrity and hands-on work habits.
- Highly energetic with a strong work ethic; exhibits contagious enthusiasm.
- Ability to interpret and implement organizational policies and procedures.
- Strong interpersonal and organizational skills.
- Strong computer skills and ability to work with Microsoft Office suite of business programs.
- Must be able to work some evenings and weekends as required.