

Job Posting

Alzheimer Society of Toronto

The Alzheimer Society's vision is a world without Alzheimer's disease and other dementias. Our mission is to alleviate the personal and social consequences of Alzheimer's disease and related dementias and to promote research.

OUR VALUES

Collaboration Accountability Respect Excellence

Communications Specialist

Reports to: Director of Marketing and Communications

Supervises: Communications volunteers, when applicable

Job Summary

Reporting to the Director of Marketing and Communications, the Communications Specialist will be an integral part of the Marketing and Communications team, contributing to a content-driven communications strategy for the Alzheimer Society of Toronto. This role will focus on engaging participants (people with dementia, family caregivers, health-care providers & professionals), supporters (volunteers, donors, partner organizations, public) and influencers (media, government) thereby expanding the reach and impact of our:

- 1) Mission-related programs (counselling, support & education for people with dementia and their families, public information sessions to raise awareness of dementia)
- 2) Fundraising activities (annual Walk for Memories, third party events, and donor activities).

Essential Duties and Responsibilities

Content creation

- Create compelling content about AST program services and fundraising events for a variety of platforms e.g blogs, promotional posts for social networks, copy for websites, eNewsletters, articles, interviews, surveys, videos, etc.
- Curate/repurpose content by following/listening to/watching people in a variety of different specialties who have a link to dementia; sifting or filtering; and then sharing the best via AST blogs, social media, e-newsletters, etc.
- Responsible for daily activity (posts, tweets) for applicable social media platforms.
- Facilitate the sharing of personal stories of people with dementia, family caregivers and frontline health-care providers.
- Maintain a content calendar to ensure timely/comprehensive coverage of AST program services and fundraising events.

Social Media and Digital Community Management

- Utilizing tools such as Google Analytics, Google AdWords and Facebook Analytics to monitor and identify engagement and make recommendations to improve and maximize reach
- Create reports based on metrics used to measure engagement in social media; draw insights from the previous month's interactions; identify trends, etc.
- Facilitate conversations and interactions among people online related to dementia.
- Monitor media activity across a broad range of social media channels and cultivate and grow online relationships.
- Ensure that the strategic direction and message of our brand is executed consistently and properly in the social media sphere.

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Program Marketing

- Support the marketing and promotion for internal and some external programs and events.
- Support the creation of promotional fliers, postcards and manage online calendar of events.

Perform other duties consistent with the job, as required.

Job Qualifications

Education:

- Post-secondary degree or diploma in marketing, communications, public relations or media.

Experience:

- 2-3 years experience working in a communications role and managing social media content and analytics.

Other Knowledge, Skills, Abilities or Certifications:

- Impeccable writing, editing and communication skills and know how to grab attention with a headline.
- Innovative, creative and ability to work tight deadlines to see a project come to life
- Detail-oriented, able to multi-task and take initiative.
- Knowledge of Social Media tools to help drive strategy forward in an engaging way.
- Experience using Google Analytics, Google AdWords and Facebook Analytics.
- Team player, resourceful and adaptable in an ever-changing environment.
- Thoughtful, compassionate and understand the nature of working with people from all walks of life.

Please submit your resume and cover letter in ONE document to: resumes@alzheimerssc.org

Please include the 'Job Title' in the subject line.

Closing Date: Friday February 23, 2018

We thank all who apply, but only those selected for an interview will be contacted.

The Alzheimer Society welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.