

## **Job Description: Communications Coordinator**

The Calgary Military Family Resource Centre (MFRC) is a non-profit, charitable organization dedicated to the support and enrichment of Canadian Forces members and their families.

### **Our Vision**

Engaged and resilient Canadian military and veteran families.

### **Our Mission**

Support and empower military and veteran families, through connection within our community.

### **Our Values**

The Calgary MFRC is committed to the following ethical values to meet the mission:

- **Service** - Our military family community is at the heart of everything we do. We listen, adapt, and deliver. When we work hard, respond with urgency and act in service to others, we create a lasting and positive impact.
- **Unity** - Together, we are stronger. We believe that individual differences strengthen our community, and we embrace the evolving definition of family. We approach our work with a collaborative mindset and nurture relationships based on equality and inclusion.
- **Impact** - We care deeply about the work we do and the people we serve. We are dedicated to building resilience and constantly seeking new ways to deepen our impact. We're empowered to make decisions that are best for the long-term health of the military family community we serve.
- **Integrity** - We act truthfully, operate honourably, and do the right thing always. We support and share responsibility with the members of our team, showing empathy and respect along the way. We build trust through transparency, confidentiality, and open communication.

The Opportunity:

**Are you a creative storyteller who believes communications can strengthen communities and change lives?**

The Calgary Military Family Resource Centre is looking for an experienced Communications Coordinator to lead the creation and delivery of engaging communications that connect military and veteran families with programs, services and one another.

Reporting to the Executive Director, you will oversee the organization's brand, marketing, media relations, publications and storytelling while working collaboratively with staff across the organization. This role combines strategy with hands-on content creation and offers the opportunity to make a meaningful difference in the lives of military and veteran families.



- **Position Title:** Communications Coordinator
- **Reports to:** Executive Director
- **Status:** Full-time, 37.5 hours per week. Monday-Friday, 8:30 AM – 4:30 PM
- **Wage:** \$60,000 – 67,500/year
- **Location:** Hybrid Work Arrangement. This is a hybrid position requiring four days per week in the Calgary MFRC office (4225 Crowchild Trail SW Calgary) and one approved remote workday, subject to operational requirements.

**Company Benefits Include:**

- Three weeks of vacation
- Health Care
- Dental Care
- Training and Professional Development

**Expected Start Date:** September 2026 (exact date to be discussed with candidates)

**Education/Qualifications:**

- Three or more years of progressively responsible experience in communications, marketing, public relations or a related field
- Displayed knowledge of software including Microsoft 365 Suite, Canva, Constant Contact, Eventbrite, Adobe Creative suite
- Experience with digital communications
- Exceptional communication and presentation skills
- Photography skills are an asset
- Experience with video creation and editing is an asset
- Experience in nonprofit communications is an asset
- Must have excellent writing and editing skills
- Attention to detail and work in a reliable, time-conscious, and time-effective manner
- Essential to work both independently and with others, to manage multiple tasks with minimal supervision, and move things forward
- General knowledge of Military Families Resource Centre's programs and broad knowledge base of Military lifestyle is an asset
- Valid Driver's License (not GDL)

**Other Requirements and Information**

- Ability to speak both official languages is an asset
- Requires the ability to lift and carry items up to and including 25 lbs
- Occasional weekend and/or evening work required
- Occasional travel to Red Deer and/or Lethbridge required

**Communications Strategy**

- Create integrated communication plans supporting organizational priorities
- Develop key messages for programs, events and campaigns
- Ensure consistent application of Calgary MFRC brand standards across all communication channels
- Measure and report on communication effectiveness using analytics and performance metrics

## **Communications and Brand**

- Collaborate with all Calgary MFRC program area staff to identify communication opportunities and promote organizational priorities
- Develop compelling stories that highlight the impact of Calgary MFRC programs
- Analyze website, email and social media performance and recommend improvements
- Support crisis and issues communications when required
- Maintain content calendar for organizational communications
- Coordinate photography, videography and multimedia storytelling
- Utilize AI-supported communication tools where appropriate while maintaining organizational standards
- Create promotional materials, media releases and event communications
- Coordinate advertising, media opportunities and community outreach efforts
- Provide marketing and communications advice and input to initiatives and projects
- Produce community impact reports, funder reports, Annual Reports, and other reports as requested
- Manage brand, ensuring all marketing materials effectively communicate positioning and values according to the brand standards
- Research and create a list of print, radio, and TV media organizations
- Create processes to track the effectiveness of communications activities

## **Event Support**

- Provide marketing and communications support for events, including developing and distributing promotional materials, event signage and displays, pre- and post-event communications, and other event-related communications ensuring event communications and materials align with organizational brand standards, messaging, and visual identity.
- Capture and share event highlights, stories, photos, videos, and other content to promote community engagement and demonstrate the impact of the organization's programs and services, including live streaming of events.
- Assist the Community Engagement & Events Lead in the planning and coordination of event presentation requirements, including script development, show flow, audio/visual requirements, presentations, and other related equipment and technical needs.
- Support events by coordinating the onsite placement and installation of event signage and communications materials.
- Represent the organization at community events, meetings, and outreach opportunities that increase awareness of the organization, its programs, and services.
- Collaborate with the Community Engagement & Events Lead and other staff to ensure consistent messaging, branding, and communications across events and community engagement activities.
- Assist with the promotion and communications of community engagement initiatives, partnerships, and outreach activities.
- Coordinate the collection and organization of photos, videos, testimonials, feedback, and other content for use in organizational communications and promotional materials.

## **Electronic/Social Media**

- Monitor information and write content for Calgary MFRC's website
- Liaise with appropriate personnel to ensure the website is up-to-date and accurately reflects ongoing activities and events
- Keep up to date on technological requirements of the website including purpose, content, and design



- Support with Eventbrite, constant contact, and other platforms
- Support social media staff, as needed, for Calgary MFRC's social media participation

#### **Administration**

- Manage the communications budget
- Organize and maintain a central library of company communications, photos, and marketing assets
- Provide front desk coverage, as required, to ensure continuity of client service during reception absences, including greeting visitors, responding to inquiries and processing ticket sales
- Other duties as needed

This job description is intended to describe the general nature and level of work performed by the incumbent. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Responsibilities may change to meet organizational needs.