



## Alberta Real Estate Association POSITION PROFILE

Position Title:	<b>Communications Coordinator</b>	Start Date:	<b>Fixed term, full time</b>
Reports to:	<b>Communications &amp; Marketing Manager</b>		<b>Mid-Nov 2023 thru Dec 2024</b>
	<b>AREA OVERVIEW</b> <p>The Alberta Real Estate Association (AREA) is the provincial professional organization that represents the interests of 10 regional real estate boards/associations and more than 13,500 REALTORS® provincewide.</p> <p>Based in Calgary, the association's mission is to provide strategic leadership through AREA's member-centric advocacy, professional development, and provincial services to advance the Alberta real estate profession and our members' success.</p>		
	<b>KEY COMPONENTS AND RESPONSIBILITIES OF THE POSITION</b> <p><b>1. Scope:</b></p> <ul style="list-style-type: none"><li>• Reporting to the Communications &amp; Marketing Manager, the Communications Coordinator is a strong communications generalist who will leverage a proven skillset that includes corporate communications, public relations, and marketing.</li><li>• The Communications Coordinator will work collaboratively with and through other departments and external stakeholders to achieve AREA's objectives.</li><li>• AREA reserves the right to revise the responsibilities outlined below as required.</li></ul>		
	<p><b>2. Key Responsibilities:</b></p> <ul style="list-style-type: none"><li>• Assist in the development of AREA's communications and marketing strategy and corresponding tactics</li><li>• Execute AREA's communications and marketing efforts</li><li>• Ensures quality production and timely distribution of all AREA communications (website, newsletter, email communications, webinars, podcasts, blogs, social media etc.)</li><li>• Works as required on communications, marketing and public relations materials, projects and day-to-day activities</li><li>• Provides AREA's executive leadership with communications support for presentations and member engagement</li><li>• Respond to member inquiries via phone and email</li><li>• Create compelling content across all AREA platforms</li><li>• Provide communications and marketing support to AREA's service areas: advocacy, member services, and professional development</li><li>• Support AREA's events (conferences, town halls, member engagement)</li><li>• Ensure AREA brand integrity in all external-facing communications</li><li>• Responsible to manage, execute and grow AREA's social media presence</li><li>• Responsible to coordinate media relations</li></ul>		
	<p><b>3. Relationships:</b></p> <ul style="list-style-type: none"><li>• The Communications Coordinator must establish and foster relationships with:<ul style="list-style-type: none"><li>▪ AREA Members</li><li>▪ AREA team</li><li>▪ Suppliers/Vendors</li></ul></li></ul>		

	<p><b>4. Competencies:</b></p> <p><b><u>Required Knowledge and Skills</u></b></p> <ul style="list-style-type: none"> <li>• Exceptional written and verbal communication skills</li> <li>• Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally</li> <li>• Outstanding communication and interpersonal skills with a focus on rapport-building and collaborating with others to achieve results</li> <li>• Highly organized: able to effectively manage a project comprised of multiple, parallel tasks, through to timely completion</li> <li>• Demonstrated thoroughness, accuracy and attention to detail</li> <li>• Independent: motivated, self-directed and able to work well with minimal supervision</li> <li>• A willingness to keep up to date with developments in new technology</li> <li>• Helpful, respectful and receptive to feedback</li> <li>• Works well in a team environment</li> </ul>
	<p><b>5. Qualifications</b></p> <ul style="list-style-type: none"> <li>• University degree in communications, public relations, journalism, or a related field or equivalent education and experience</li> <li>• Two to five years relevant experience in a corporate or not-for-profit environment</li> <li>• Demonstrated communication skills across various audiences and platforms</li> <li>• Advanced skills in Adobe Creative suite, Canva, audio-visual editing tools</li> <li>• Advanced skills in Microsoft Office suite</li> <li>• Experience with website content management systems</li> </ul>
	<p><b>6. Benefits</b></p> <ul style="list-style-type: none"> <li>• Competitive salary</li> <li>• Extended health, vision and dental benefits</li> <li>• Life and disability insurance</li> <li>• Vacation &amp; paid time off</li> <li>• Employee assistance program</li> <li>• On-site parking</li> </ul>

*Alberta Real Estate Association (AREA) is an equal opportunity employer and offers employment to all persons. We are committed to accommodating applicants with disabilities throughout the hiring process. Accommodations for job applicants with disabilities will be provided upon request. Our requirement is that you have the necessary skills and abilities to do the job and the attitude of a team player.*

*Interested applicants should submit their cover letter and resume detailing qualifications and related experience to: [careers@albertarealtor.ca](mailto:careers@albertarealtor.ca). Be sure to include the position you are applying for in the email subject line.*

*AREA thanks all interested applicants; however, only qualified candidates will be contacted for an interview.*