OPPORTUNITY PROFILE

Strategic Communications Advisor
THE OPPORTUNITY

Reporting to the Chief Officer – Education Services, the Strategic Communications Advisor is responsible for developing and implementing communication strategies to achieve the Association’s strategic plan goals.

The Strategic Communications Advisor (Advisor) provides communications advice and services to the ASBA Board of Directors, Chief Executive Officer, Association staff and member boards. The Advisor will establish, maintain and enhance relationships with government, partner organizations, media and various educational organizations. The Advisor develops and maintains web-based, social media, print and other communications tools that align with the strategies of and further the mandate and brand of the Association.
KEY ROLES & RESPONSIBILITIES

Communications

- Must be a strategic thinker; it is not enough to cross t’s and dot i’s. The Advisor must be able to see and make connections.
- Plans and develops an annual communications plan in support of Association’s foundational statements and strategic plan.
- Partners with Association leaders to develop and implement communication plans that support ASBA’s annual strategic plan goals and objectives. Develops and implements communication plans for specific projects and initiatives.
- Prepares key messages, or script for President, Vice-President and CEO for Board of Directors meetings, general meetings and events.
- Supports ASBA’s official communication with the public and government. Creates, writes, edits and proofreads key messages, speeches, briefing notes, media releases, correspondence and position papers as required.
- Acts as primary media contact for the Alberta School Boards Association.
- Writes and distributes news releases, advisories for initiatives and events.
- Reviews and edits all reports and communications materials from other departments prior to release or distribution.
- Develops, implements and maintains communication standards related to branding and operating procedures. Ensures Association staff and members are aware of and utilize communication standards to reinforce branding and mandate.
- Develops and maintains communication processes for approval of content on ASBA sites and platforms prior to posting of new content.
- Creates processes for internal and external ASBA and member messages and information to be reviewed and approved prior to distribution.
- Coordinates the creation of ASBA Annual Report. Gathers information and content as well as creates content. Coordinates the printing and distribution of Annual Report.
- Develops and implements internal staff communication plans.
- Makes recommendations on ABSA communication policy to the executive team.
- Provides communications consulting fee for service to boards as requested.

Websites and Communication Platforms

- Develops and maintains all communications platforms, including external websites, print, newsletters and social media.
- Develops and maintains website content, overall site development and analytics.
- Develops and maintains intranet or information-sharing platform for Association staff.
- Creates and maintains member and stakeholder contact database for communication distribution lists.
- Develops and maintains platform or tool for information sharing with Association and Board of Directors.
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Issues Management

• Identifies and assists in the management of issues affecting ASBA and member boards, including developing communication plans and providing support in response to emerging issues.

• Monitors relevant issues, provincially, nationally and internationally. Advises ASBA leadership of issues and recommends potential mitigation strategies and responses.

Relationships

• Establishes, maintains and enhances effective and positive relationships with provincial and federal governments, fraternal organizations, the media, and various educational organizations.

• Acts as communications counsel with the Chief Executive Officer.

• Attends all relevant meetings to ensure understanding of issues, priorities, strategies and outcomes in order communicate ASBA position and messages appropriately.

Leadership

• Leads, mentors and manages a team in the delivery of strategic plan goals and objectives.

• Provides opportunities for team member growth and development, while creating a culture of innovation, collaboration and exceptional service.

• Manages financial resources soundly to meet strategic plan objectives.

• Attends Board of Directors meetings as required, liaising with Board members as necessary. Acts as Association representative on designated Committees, Project Groups, etc.

Reporting Relationships:

• Reports to Chief Business Officer – Education Services, Alberta School Boards Association.

THE PERSON

QUALIFICATIONS & EDUCATION REQUIREMENTS

• Bachelor’s degree in Communications, English/Arts, Journalism, Public Relations, Business or related degree. Combination of diploma and related experience may be considered

• Five years progressively responsible experience in corporate communications.

• Experience in supporting governance boards an asset.

• Experience in public sector or professional association an asset.

• Exceptional written and oral communication skills.

• Extensive experience with web design and content management an asset.

• Experience with print and online newsletter production and distribution.

• Experience in In-Design, Adobe PhotoShop, Adobe Illustrator, MS Office Products.

• Experience with digital and social media and graphic design.

COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.
FOR INFORMATION PLEASE CONTACT

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