

# Director of Marketing and Community Engagement

GEF Seniors Housing is the largest provider of affordable supportive living residences for low income seniors in Alberta. As a leading provider of safe, affordable, quality accommodations, we offer competitive salaries & excellent working conditions for our team of employees, and the opportunity to positively contribute to our clients' quality of life.

Reporting to the Chief Executive Officer (CEO), the Director of Marketing and Community Engagement is responsible for leading the strategic development and implementation of organization-wide communications, community engagement, donations, and marketing strategies, and in translating, assisting, and supporting the operationalization of these strategies internally and externally, through the lens of GEF's Vision, Mission, Values, and Quality of Life Philosophy. Key responsibilities will include:

- Contributing to the development of meaningful and measurable organization goals and Key Performance Indicators as a key member of the organization's senior management team
- Developing, managing, evaluating and updating, as necessary, a comprehensive GEF Marketing and Community Engagement Plan and community engagement activities designed to promote GEF and its commitment to providing safe, affordable housing and positively influencing GEF clients' quality of life
- Serving as GEF's lead media contact, coordinating closely with the CEO, Board of Directors, senior management team, and portfolios/departments as situations arise
- Effectively leading and stewarding all internal and external corporate digital and print communications assets that work together to support of GEF's brand development and community engagement
- Actively monitoring relevant and/or emerging issues and formulating/recommending appropriate action(s) to relevant stakeholders, e.g., senior management team, Board of Directors
- Effectively coaching, supporting, and supervising staff by demonstrating strong leadership and organizational skills, utilizing a flexible and collaborative approach
- Leading the development and implementation of a Donations Strategy that strives to increase internal and external community awareness

## Skills and Experience:

- Bachelor or Graduate degree in Communications, Journalism, Marketing/Advertising, Business, English/Arts, or a related degree. Diploma with related experience may be considered, in combination with extensive senior-level work experience
- Minimum 10+ years of progressively responsible experience in Communications, Marketing, Fund Development, Public/Media Relations, and Community Engagement with at least five years of experience as a Communications Director or Manager, including leadership and coaching experience
- Certification as Accredited in Public Relations (APR) through the Canadian Public Relations Society, or as a Strategic Communications Management Professional (SCMP) through the International Association of Business Communicators is preferred
- Ability to simultaneously manage multiple and competing deadlines
- Experience managing and optimizing various digital and social media platforms
- Knowledge of and experience with wellness, active living, and quality of life initiatives and resources available for seniors

**Please send your resume quoting job posting number (A01) DMC 4 to:**

Human Resources  
GEF Seniors Housing  
14220-109 Avenue  
Edmonton, AB T5N 4B3  
Fax: 780-482-4054  
Email: jobs@gef.org

The successful applicant will be required to undergo a criminal record check and be fully vaccinated against Covid-19.