



## Employment Opportunity

### **Communications and Marketing Coordinator**

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The Federation of Alberta Gas Co-ops Ltd. is seeking a full-time Communications and Marketing Coordinator.

#### **The Opportunity**

The Federation of Alberta Gas Co-ops Ltd. (the Federation) is a member-owned co-operative association comprised of 82 natural gas distribution utilities that operate within the Province of Alberta. These Federation Member Utilities serve over 127,000 customers across rural Alberta, and collectively these utilities employ over 500 people.

We are looking for a highly organized, motivated individual and a confident self-starter having vision, creativity and exceptional communications and marketing expertise. A high degree of professionalism capable of developing strong relationships with clients, including membership and stakeholders is essential. A demonstrated record of strong, versatile writing and editing skills are imperative.

Reporting to the Senior Manager, Programs, the Communications and Marketing Coordinator is responsible for providing strategic communications counsel including developing and implementing updated communication plans, developing key messages, and facilitating internal and external campaigns with impactful messaging designed to help achieve short and long-term desired outcomes. The Communications and Marketing Coordinator builds and supports marketing strategies that enhance the profile, reputation, and image of the Federation.

The position is based out of our Edmonton office. For information on the Federation of Alberta Gas Co-ops Ltd., please visit [www.FedGas.com](http://www.FedGas.com).

#### **Duties and Responsibilities**

##### **Communications:**

- Contribute to and develop internal communications strategies that help drive employee engagement, support business priorities, and strengthen the overall employee experience.
- Develop external communication and messaging strategies that inform, educate, and engage external stakeholders and support the Federation's Vision, Mission, and strategic initiatives.
- Conducts quality control on all forms of internal and external communications as well as speech writing for the Federation executive and board members.

- Oversee development, prepare content, and maintain website and social media channels.
- Monitor media for issues and articles relevant to the Federation and its members.
- Prepare messaging and maintain media contacts as a member of the Federation Crisis Communications Team.

**Marketing:**

- Partner with clients, including membership and stakeholders to support effective outreach strategies, projects, events, and marketing campaigns.
- Review current marketing and advertising trends to determine the effectiveness of styles and strategies.
- Provide the Federation with interpretation of marketing trends and emerging issues that could impact the organization.
- Work closely with the Federation employees to develop successful strategies and campaigns that attract new clients and business.
- Represent the Federation brand, both internally and externally by developing, integrating, and evolving the Federation brand in a way that defines who we are as an organization, reflects our values and delivers measurable results.
- Plan, implement and assess the success of advertising campaigns.
- Identify opportunities to cultivate and enhance relationships with external audiences including but not limited to government, media, and key industry stakeholders.
- Maintain a variety of promotional materials.
- Market the Federation and its Members through successful organization and execution of events, including the Federation Charity Golf Classic, Federation Convention and Trade Fair.

**Education and Experience:**

- Bachelor of Communication Studies, and/or Business Administration with a Marketing Concentration, and/or equivalent education and experience.
- 3 to 5 years of progressive experience in communications, marketing, or other relevant experience.
- Demonstrated results in developing sound communications, marketing, and brand creation plans.
- Strong working knowledge of industry best practices.

**Competencies, Skills, Attributes:**

- Strong writing, editing, proofreading, layout, and design skills are essential.
- A confident communicator and presenter.
- Strong ability to establish and maintain relationships with key clients and stakeholders.
- Demonstrated proficiency in managing multiple, complex priorities within demanding timeframes.

- Excellent organizational and planning skills.
- Computer proficiency is required, including advanced Excel, Word, Outlook, databases, and general internet skills.
- Experience in strategic communication planning.

### **Culture**

The Federation office has a strong collaborative culture which is equal parts the result of a small office atmosphere and the idea that we are all working for the betterment of our Member Utilities. As a non-profit and a co-operative association, we believe in working as a team in the service of our Members and their co-operative members and customers.

### **Remuneration and Benefits**

The Federation offers competitive salary, benefits, and pension packages to its employees.

### **Application Process**

Applications may be submitted by email to:

Attention: Human Resources  
recruitment@fedgas.com

*Thank you for your interest in the Federation of Alberta Gas Co-ops. We only contact candidates selected for interviews.*