



Hospice Calgary

Communications Specialist Position Description

Position Title: Part-Time Communications Specialist

Reports To: Director, Marketing & Fund Development

Status: Part-time 0.5 FTE Permanent

Position Summary: The Communications Specialist will work to evolve and grow Hospice Calgary's communications and marketing reach, with a focus on developing and assisting with digital marketing collateral to foster meaningful connections with our community. This role will amplify Hospice Calgary's mission by creating compelling social media content, boosting our online presence through smart local SEO strategies and geotargeting (GEO), and using skilled videography and photography for storytelling.

This position works closely with the Marketing & Communications Officer and the Director of Marketing & Fund Development to develop and execute Hospice Calgary's marketing and communications strategies.

The position works within the organization's guidelines, policies, and mission and is accountable and responsible for specific projects as assigned.

The position also contributes to an ethical, safe, and inclusive environment through knowledge and practice of the organization's policies and procedures.

Primary Duties and Responsibilities:

Social Media

- Responsible for designing, writing, and publishing social media content across Hospice Calgary's various sub-brands (Children's Grief Centre, Living with Advanced Illness Centre, and Rosedale Hospice), ensuring balanced representation of sub-brands.
- Create engaging digital campaign strategies for fundraising events and Hospice Calgary programming.
- Increase Hospice Calgary's social media presence by refining current practices and exploring new channels (like TikTok) to engage a wider audience.
- Develop and maintain a consistent visual identity across all social media platforms, ensuring cohesive branding in every post.
- Monitor and respond to comments, messages, and mentions on social media to foster positive engagement and build relationships.

Website, Data Analysis, SEO and GEO

- Working with the Marketing & Communications Officer, implement and execute a website audit system to ensure the organization's webpages are consistent with current offerings and ensure SEO & GEO best practices for web content.
- Regularly monitor and analyze Google Analytics and other data to make website recommendations to improve user experience and conversion rates.
- Support website and page updates as required.

Photography, Video, and Other Collateral

- Take compelling photos and videos at Hospice Calgary events.
- Collaborate with the Marketing & Communications Officer to produce, edit, and manage in-house video content that delivers high-quality, engaging storytelling across platforms.
- Collaborate with staff to digitize and refresh outdated resources, giving them a modern and accessible format.
- Review, organize, and maintain the current library of digital resources.
- Perform other duties as assigned.

Qualifications & Strengths:

- 1 – 3 years of experience in communication or a related field and a passion for creating compelling content.
- Post-secondary accreditation in Public Relations, Communications, Graphic Design, Marketing, and/or Journalism
- Highly developed and exemplary oral, written, and interpersonal communication skills; samples of work will be requested.
- Strong understanding and experience with current SEO & GEO best practices.
- Ability to create ongoing, regular social media content.
- UX design basics, WordPress, Google Analytics, Adobe Creative Suite, Canva, Mailchimp (or similar) and Hootsuite (or similar).
- Exceptional computer skills, including desktop publishing and Microsoft Office applications.
- Experience in photography and videography, including editing.
- Consistently shows solution-oriented initiative and creativity.
- Passion for Hospice Calgary's mission.
- Graphic design experience is considered an asset.
- Membership in a related professional association is an asset (e.g. CPRS, IABC).

Working Conditions:

- This is a part-time position paid hourly.
- Work primarily on-site with flexibility to work remotely when needed.
- Occasional evening and weekend work will be required.
- Occasionally required to go to Rosedale Hospice and other special events.
- Ability to lift up to 25 pounds.