

Position Profile

Communications Advisor

Calgary or Edmonton, Alberta

The Opportunity

About

As Alberta's leading investment attraction and promotion agency, Invest Alberta Corporation (IAC) is dedicated to driving economic growth and fostering a business-friendly environment. IAC attracts high-impact, high-value investments by building on Alberta's strengths and competitive advantages to create and win opportunities that make Alberta's economy the most dynamic in North America. IAC strives to create a client and employee experience that aligns with our values; accountable, solution-minded, collaborative, trustworthy, and inclusive. By joining IAC, employees become part of a community of passionate service-oriented people who embody Alberta's entrepreneurial spirit.

Position Overview

We are seeking communications advisor to join a high-functioning communications team that values respect, collaboration, and continuous improvement. In this newly created role, you'll collaborate with team members locally, nationally, and internationally to support the development and implementation of internal and executive communications strategies and materials. You will play a key role in expanding Invest Alberta's internal communications program through the crafting of impactful narratives to tell Alberta's story to the world.

The ideal candidate prioritizes engagement with teams and partners to support and feed into strategies that reflect a deep understanding of the environment, and the needs of all parties involved. You are a motivated performer who values collaborative relationships and can juggle working with multiple teams and projects. You possess exceptional writing talent, attention to detail, strong analytical skills, and have built a portfolio of high-quality content.

Primary duties:

- Collaborating on and supporting the implementation of a comprehensive internal communications program and strategy tailored to the business needs, including messaging, communication channels, and diverse tactics,
 - Identifying innovative approaches to enhance employee engagement,
 - Collaborating with the senior communications manager to ensure communications are aligned with priority audiences, brand voice, and strategic direction,
 - Guiding the flow of communications materials in a complex environment, ensuring that all appropriate parties have signed off before they are made public,
 - Collaborating with Invest Alberta's Business Development team to ensure their communication needs are submitted and actioned within agreed timeframes,
 - Supporting social media creation with timely news stories and events updates,
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- Supporting video content creation for social media,
 - Analyzing feedback and metrics to continuously improve communications approaches and improve outcomes,
 - Understanding the evolving needs of the broader team and developing the messaging they need to succeed,
 - Developing, maintaining, and strengthening professional working relationships across the organization and its partner network.

Additional Requirements:

- Highly organized and focused, able to prioritize multiple tasks and navigate requests from internal and external stakeholders
- Strong interpersonal communication skills - both written and verbal
- Exceptional attention to detail, including familiarity with CP Style
- A keen desire to learn and improve, and passion for learning about a number of business sectors
- Values building and maintaining an inclusive, respectful team
- Can discretely handle confidential information and data

Qualifications

- Bachelors' degree with a concentration in public relations, communications, or related field,
- 3+ years of progressive experience in communications
- Experience successfully developing and implementing strategic communications plans and internal communications products
- Proven success in driving measurable results through strategic communication initiatives, including increased engagement, brand visibility, and media coverage
- Proficiency with Microsoft Office Suite
- Experience in balancing the interests of internal clients and diplomatically aligning diverse priorities around a common agenda and a consistent strategy.

About the Organization

IAC works directly with investors to attract high-value and high-impact investments to the province. We bring industry, government partners, and economic organizations together to offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to investment attraction.

Our clients come from a wide variety of backgrounds, and so do we. IAC is proud to be an equal opportunity workplace. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, culture, gender, race, sexual orientation, religious or ethnic backgrounds or physical abilities.

How to Apply

Interested in being a part of a dynamic organization that was designed to have a positive impact on Alberta's future? If you are looking for an exciting and unique opportunity, to make a difference, and make connections while earning a competitive salary with comprehensive benefits, apply by including a cover letter, resume, and salary expectations to hr@investalberta.ca.

Closing Date: Open until a suitable candidate is found.

Thank you for your interest in IAC.

Only those candidates selected for interviews will be contacted. No phone calls please.

To learn more about IAC & this position please visit: investalberta.ca
