

**Temporary Community Relations Coordinator
District Office (Sherwood Park)
Competition Number 09/153N**

Elk Island Catholic Schools (EICS) serves the communities of Camrose, Fort Saskatchewan, Strathcona County (Sherwood Park) and Vegreville in central Alberta. Sixteen schools throughout the division serve over 5,800 students. The EICS Education Centre is located in Sherwood Park, where the Superintendent of Schools, along with a team of administrators, carries out the daily administration of the Division.

Reporting to the Superintendent, the Temporary Community Relations Coordinator will facilitate positive communications between Elk Island Catholic Schools and key stakeholders in the community. The successful candidate will have post-secondary education in a related field, experience in publicity and marketing, accreditation in public relations/communications and an understanding of Catholic education.

Start date will be July 5, 2010 (negotiable). Salary will be commensurate with education and experience. Please include with your resume: a letter of application – quoting **Competition #09/153N**, salary expectations and a minimum of three references. Applications will be received **until 4:00 p.m., June 25, 2010** by:

Mr. Joe Weleschuk
Assistant Superintendent – Human Resource Services
Elk Island Catholic S.R.D. #41
160 Festival Way
Sherwood Park, Alberta
Fax: (780) 467-5469 / Email: apply@eics.ab.ca

We thank all applicants for their interest but only those being considered to advance in the selection process will be contacted.

POSITION DESCRIPTION

ROLE DESCRIPTION

Reporting directly to the Superintendent, the Community Relations Coordinator will facilitate positive communications between and among Elk Island Catholic Schools and key stakeholders in the community. This includes, but is not limited to, profiling the good news about Catholic education in our Division, communicating and promoting the unique identity and key benefit of Catholic education in general and Elk Island Catholic Schools specifically; fostering and facilitating a sense of community; assisting trustees, senior administration, managers, principals and other Division staff to fulfill their community relations objectives; establishing positive, strategic relationships with the media to profile the Division.

KNOWLEDGE, EDUCATION AND EXPERIENCE

1. An understanding of Catholic education and the vision and mission of Elk Island Catholic Schools.
2. Two years of related successful experience in a communications/public relations role, as well as post-secondary study in a related field.
3. Experience in publicity and marketing.
4. Recent, successful, project management experience.
5. A thorough understanding of media relations.
6. Excellent verbal written and interpersonal communication skills.
7. Accreditation in public relations or communications.
8. The ability to demonstrate flexibility within a team environment.
9. Previous experience working with Catholic schools preferred.

DUTIES AND RESPONSIBILITIES

1. Design, implement and assess a Divisional Community Relations Plan that provides direction for promotional materials, marketing strategies and events.
2. Provide leadership within the organization on all initiatives designed to increase public awareness of Division initiatives, services, programs, events, etc.
3. Design and coordinate an effective communications network that includes schools, students, staff, and parents and the community, including parishes, the media and businesses to profile the positive attributes of Elk Island Catholic Schools.
4. Work closely with schools and departments to develop communications and promotional programs and to design materials for individual sites.
5. Produce a variety of written communications, materials, including speeches, news releases, letters, briefing notes, documents, etc.
6. Meet with media representatives as a spokesperson for Elk Island Catholic Schools to ensure accurate, timely and consistent information is available under the direction of the Superintendent.

7. Coordinate media relations opportunities including news releases, photo opportunities, news conferences, etc. to profile initiatives, activities and events in the Division.
8. Develop evaluative tools to monitor the effectiveness of the Division's Community Relations Plan and the use of Division resources.
9. Develop and monitor a Community Relations Services budget.
10. Identify emerging issues or trends that may have an impact on the Division.
11. Assist in staff recruitment activities.
12. Be available on a 24-hour, 7-day/week basis to provide communications during times of crisis, as needed.
13. Coordinate Division "branding" and identity development, through quality brochures, posters, and other promotional material.
14. Coordinate layout, design and ongoing maintenance of the Division website, newsletters and other publications.
15. Serve as communications liaison between the media and the Division. Prepare and distribute news releases, arrange media interviews and conferences, and respond to requests for information.
16. Photograph Division programs and events for publication.
17. Determine appropriate communications for target audiences.
18. Other related duties as assigned by the Superintendent of Schools.