



Communications & Events Coordinator, Alberta

At Green Economy Canada we envision an economy where environmental sustainability, human well-being, and business success are synonymous.

[Green Economy Canada](#) is a national non-profit accelerating Canada's transition to a vibrant and inclusive net-zero future. We lead a network of [Green Economy Hubs](#) across the country that bring together, support and celebrate businesses in taking action on climate change and building sustainability into their operations. To date, over 600 businesses have been supported to collectively reduce over 225,000 tonnes of GHG emissions -- the equivalent of removing over 69,000 cars off the road each year. Join us in making business better, together!

The Opportunity

Green Economy Canada's network of Hubs provide a cost-effective, practical, and hands-on approach to help organizations of all sectors and sizes take action on climate change and build sustainability into their operations. Our two Alberta-based Hubs, [Green Economy Calgary](#) (GEYYC) and Green Economy Edmonton (GEYEG), support business climate action in their respective local communities.

We're looking for a stellar Communications & Events Coordinator to deliver communications and events activities for both of these Alberta Hubs. You will play a key role in developing ideas and executing strategies to grow our profile, recognize member achievements, and bring our members together to build their sustainability knowledge and skills. As an ideal candidate, you are a skilled communications professional who thrives with a dynamic range of work, and are passionate about accelerating the business transition to a sustainable future in Alberta.

Ideal Start Date: Immediate

Term: Full-time, 2 year contract with the potential for extension or conversion into a permanent position

Salary: \$50,000



Benefits:

- Health and dental package or \$2,000 health and wellness allowance/year (if opting out of benefits due to spousal coverage)
- Access to TELUS Health Employee Assistance Program
- \$60 / month home office stipend
- 3 weeks vacation time + 2 weeks shut down over December holidays and other time off benefits including Summer Fridays (bi-weekly Fridays off during July and August), and eligibility for Green Economy Canada's statutory holiday policy which provides 12 stat holidays per year.
- Flexible work arrangements to maintain a healthy work-life balance and access to a professional development budget and dedicated work time to pursue PD opportunities.
- A strong collaborative culture, meaningful work and awesome teammates!

Location: Remote work, based in Alberta (Calgary or Edmonton preferred)

Reports to: Communications Manager

What You Would Do

As the Communications & Events Coordinator, you would:

Deliver marketing and communications efforts for GEYYC and GEYEG (~50%)

- Support the development and lead the implementation of GEYYC and GEYEG's marketing and communications strategies and plans, collaborating with local staff and Green Economy Canada's Communications team to grow the Hubs' profile and reach, and build a movement towards the low-carbon economy regionally.
- Maintain, and develop where necessary, GEYYC and GEYEG's newsletters, website and social media presence (LinkedIn, Instagram, Facebook), ensuring content is engaging and current.
- Coordinate the production of Annual Reports for both Hubs to profile our work.
- Craft compelling messaging and online communication campaigns to support member recruitment efforts for both Hubs, and equip partners to share our content.
- Equip GEYYC and GEYEG staff to act as strong spokespeople by drafting presentations, speaking notes, op-eds, and media quotes.

- Grow and maintain both Hubs' brand voices and identities by adapting and applying standard messaging, creating templates, and ensuring that all resources and external facing collateral are consistently branded.
- Measure the success of marketing and communications efforts for GEYYC and GEYEG and proactively bring forward recommendations for improvements.

Plan and execute engaging GEYYC and GEYEG events and member recognition opportunities (~40%)

- Support the planning and lead the promotion and logistics of both Hub's capacity building events and workshops to foster connections and build sustainability knowledge among our members.
- Lead the promotion and logistics of information sessions to support Hub member recruitment.
- Lead the execution of Hub member recognition activities, including case studies, annual awards, and annual Evenings of Recognition to profile sustainability progress and celebrate the collective strides we're making towards a net-zero future in both Calgary and Edmonton.

Other duties as required (~10%)

- Support Green Economy Canada's central marketing, communications and events activities as needed.

What We Hope You Will Bring

- **Relevant work experience (3+ years) and/or accredited formal education** in communications, marketing, events, sustainability, or a related field.
- **Experience with communications and marketing software and platforms** including Wordpress, Canva, InDesign, MailChimp, Facebook, Instagram, and LinkedIn.
- **Experience with graphic design and creating short-form videos** is considered a major asset.
- **Experience with writing compelling copy** for marketing and communications materials.
- **Conscientious, detail oriented and highly organized** with an ability to effectively plan and manage multiple priorities, be proactive, and build trust that work is completed with quality and care.



- **Demonstrated event planning and execution skills** with an ability to manage a project successfully from conceptualization through to implementation.
- **Exceptional interpersonal skills**, with an ability to listen well and work collaboratively with team members to support a caring, productive, and positive work dynamic. You are comfortable working both independently and remotely, and collaborating regularly with a larger team.
- **A learning and resourceful mindset** to navigate challenges and new opportunities, and a receptivity to feedback.
- **Creative thinker** who brings new ideas to the table to keep our communications fresh, exciting, and captivating, and shares stories in compelling ways.
- **Excitement for working in a small but innovative non-profit with ambitious sustainability goals.** You enjoy having diverse but focused work, a flexible and evolving working environment, and opportunities to learn and grow alongside wonderful people.

To Apply

Using “**Communications & Events Coordinator - Alberta**” in the subject line of your email, please tell us a bit about your interest in this role and send a resume to Casey Sharp, Communications Manager, Green Economy Canada at hr@greeneconomy.ca. Interviews will be conducted on a rolling basis starting the week of August 5th, 2024, until the position is filled.

Please advise if you have any accommodation needs - we are committed to ensuring you can participate fully in the recruitment process. We sincerely thank all applicants, however, we will only be able to personally contact those selected for an interview.

Green Economy Canada is an equal opportunity employer where a diverse mix of talented people do their best work because of, not in spite of, our differences. We are committed to providing an inclusive and welcoming environment for all staff, volunteers, members, subcontractors, and vendors in all our activities and operations, regardless of race, colour, religion (creed), gender identity, gender expression, age, national origin (ancestry), dis/ability, marital status, or sexual orientation.

What's it Like Working at Green Economy Canada?

At Green Economy Canada, we seek to blend the nimbleness and autonomy of a small team with the influence and opportunities afforded to a national network.



- We are bold, ambitious and optimistic. Our vision is for an economy that makes environmental sustainability, human well-being, and business success synonymous.
- We care about what we each accomplish, not where we work from or how many hours we put in.
- We want working together to feel effortless and the ways we work together to be intuitive.
- We embrace innovation: we're willing to take risks, we know we'll make mistakes along the way, and we push ourselves to apply what we learn each time. At Green Economy Canada, it's okay to fail.
- We have fun, enjoy working together, and laugh often.
- We're not satisfied with the status quo: we don't think "because that's how it's always been done" justifies a course of action. We challenge each other, think critically, and strive for objective decision-making.

Our Manifesto

Now is the time to transform business-as-usual. From the climate crisis to vast social inequalities, we know the status quo isn't working. Together, we can change this.

It takes all of us – every business and organization across Canada – to seize this moment. It's a matter of rethinking what we do and how we do it, and working together to make it a reality.

Green Economy Canada sees what's possible.

Our network is a place for leaders who are ready to challenge the status quo and make the transition to a vibrant and inclusive net-zero future.

It's a journey we will take with you.

It starts with listening and understanding what can be done differently. It means providing the guidance, tools, and connections to help you succeed. It accelerates when businesses, non-profits and governments join forces. And it ends with seeing how we can do more together than alone.

So, join us, and let's make business better, together.

