

Reporting to the Communications Director, the Communications Advisor is a communications generalist with a keen focus on developing compelling content that informs and inspires. The Communications Advisor is responsible for planning and delivering content for a variety of channels, including the ACP website, the registrant service portal, and social media. The Communications Advisor plays a key role in helping the college fulfill its regulatory responsibilities and mission through engagement with registrants and stakeholders. To achieve this, the Communications Advisor cultivates trusting relationships with internal and external clients, providing trusted communications advice and support.

Key duties and responsibilities

Content development and management

Writing:

- Researches, writes, and edits content for a variety of print and digital materials. Ensures messaging is clear, accurate, approachable, and consistent from a brand voice perspective.

Communications planning:

- Develops and executes communications plans for internal and external projects, with a particular focus on organizational change management, contributing to awareness, understanding, and implementing college initiatives.

Website content management and social media:

- Supports the planning, gathering, editing, publishing, and optimizing of website content in collaboration with internal clients.
- Explores new opportunities to enhance the college's digital platforms and improve the overall user experience.
- Develops and executes strategies to manage and grow the college's social media presence, spread awareness of college initiatives, and build relationships with relevant audiences.
- Supports day-to-day social media activities on multiple platforms. Actively monitors conversations and engages with audiences where appropriate to protect and enhance the college's reputation.

Design

Graphic design, layout, and media production:

- Designs and develops compelling, creative concepts for print and online materials to support college projects, programs, and events. Ensures creative is engaging, supports messaging, and is consistent with the college's brand identity.
- Liaises with vendors throughout the production process.
- Supports the development of multimedia presentations, webinars, videos, and consultations.

Other

Stakeholder relations:

- Supports the implementation of registrant and stakeholder engagement strategies. Assists with facilitating and nurturing relationships with key stakeholders.

Events, sponsorships, donations, and awards:

- Supports the planning and execution of high-touch, impactful events aimed at securing and strengthening relationships between the college and its stakeholders.
- Supports the college's involvement in sponsorships, donations, and awards.

Media relations:

- Supports the development of news releases, media advisories, and backgrounders to create awareness of college initiatives, inform the public, and enhance the profile of pharmacy practice in Alberta.
- Assesses and responds to media inquiries, prepares key messages for spokespeople, and coordinates interviews.
- Actively monitors content from local and national media outlets.
- Supports media training for college spokespeople.

About you

- You are passionate about sharing stories that educate, inspire, and influence behaviour.
- You can translate complex information into digestible and engaging content for specific audiences.
- You take ownership of your work and are committed to meeting standards for quality, service, and professionalism.
- You have excellent research skills and work collaboratively with subject matter experts to develop relevant, accurate content.
- You are a flexible thinker, creative, thoughtful, a good listener, and curious.
- You are comfortable working independently and enjoy collaborating with a variety of internal and external stakeholders to create shared success.
- You seek out learning opportunities that support your continued growth and development and are keen to take on new challenges.

Qualifications

- A degree or diploma in communications or public relations, supplemented by a minimum of four years of related work experience.
- Experience in writing and editing, website content management, communications planning, layout and design, media relations, and event management.
- Experience with Adobe Creative Suite and Microsoft Office, including InDesign, Illustrator, Photoshop, Acrobat, Word, and PowerPoint.
- Photography and video editing experience is an asset.

An equivalent combination of education and experience may be considered.

About us

The Alberta College of Pharmacy (ACP) is the regulatory body for pharmacists, pharmacy technicians, and licensed pharmacies in Alberta. We are responsible for quality pharmacy care through developing and enforcing pharmacy practice standards and guidelines. We also ensure only qualified pharmacy professionals are licensed and that all pharmacies provide a practice environment that supports quality practice and patient safety. It's a big responsibility.

ACP is a global leader in the advancement of pharmacy practice. Alberta's pharmacy professionals have the broadest scope of practice in North America. You could say ACP is a trail blazer. Our team members are collaborative, thoughtful, respectful, encouraging, and committed to quality. In fact, that's our team charter, which was created by our team members. ACP offers competitive compensation and benefits.

How to apply

Along with your resume, please submit a cover letter outlining why you're interested in the opportunity and how your work experience has prepared you to succeed in the role. Submissions without a cover letter will not be considered.

By applying for this position, you are confirming you possess either Canadian Citizenship, permanent resident status, or a valid work permit. Please note that the successful candidate will be required to provide a Criminal Record Check satisfactory to the Alberta College of Pharmacy (ACP) and proof of full immunization against COVID-19.

This job posting will remain open until a suitable candidate is found. We thank all applicants for their interest in ACP, however, only those selected for an interview will be contacted.

Contact

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