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## JOB DESCRIPTION

**Position Title**

Director of Marketing and Communications

**Reporting To**

President of the Board

**Location**

Calgary, Alberta

**Hours per month**

8-10 hours

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## ABOUT

Imagine Cities is a nonprofit organization devoted to making cities better. Better for the people in them. Better for the planet. Right now, and in the future. We focus on curating and sharing interdisciplinary research on cities to inspire innovators to push the envelopes of tired and typical approaches to solving city problems.

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## POSITION SUMMARY

The Director of Marketing and Communications is responsible for the development and implementation of marketing and communications plans with supported metrics. She/he will work in tandem with the President and Director of Talent Acquisition to ensure the effective communication of all programs and opportunities.

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## DUTIES & RESPONSIBILITIES

- Develop and implement marketing and communications plans as it relates to programs, fundraising, and volunteer recruitment.
- Create and update social media and media relations protocol for organization.
- Ensure alignment of strategies and protocol across organization.
- Support the creation of annual report.

Committee management:

- Direct, plan and coordinate the work of the Marketing and Communications Committee, including supervision and evaluation, training and team building.
- Organize and attend committee meetings to maintain effective communication.

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#### QUALIFICATIONS

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- Graduated or enrolled in a University degree or College diploma or certificate program
- Effective oral and written communication skills
- Strong interpersonal skills with the ability to supervise and motivate volunteers
- Strong strategic, analytical and problem-solving skills
- Ability to work independently and as part of a team
- Sound computer skills including the ability to use Google Apps (Docs, Sheets, Email)
- Willingness to learn about the non-profit sector