



SVP Calgary – Marketing & Communications Specialist

Summary: The key functions of this position are to collaborate with the Social Venture Partners (SVP) Calgary team to develop and advance the marketing and communications strategy for SVP Calgary and to build and strengthen SVP Calgary’s brand, membership, and social sector impact.

The Position: This is a **part-time (0.5) position**, which may include some evening and weekend hours. It is an ideal position for a current post-secondary student or a recent graduate. We are looking for an enthusiastic individual capable of working in a fast-paced, small team environment. The Marketing & Communications Specialist will oversee activities including website and social media content updates, facilitation of the SVP Calgary digital community, and contributing to the development and execution of SVP Calgary’s marketing and communication strategy.

Reports to: Executive Director, SVP Calgary

The Organization: For more than twenty years Social Venture Partners (SVP) Calgary has represented an innovative way to engage citizens and address community challenges. Connected to an international network of SVP affiliates, we are a bridge – a network that helps professional and entrepreneurial Calgarians learn about and contribute to initiatives that strengthen our community. Since 2000, hundreds of SVP Calgary Partners have improved our community through their work. Equally important, the SVP Partner experience is one of the most engaging opportunities for personal, professional, and leadership development in our community. Partners benefit from:

- Hands-on experience that prepares them for nonprofit board positions and other leadership roles
- Unique learning about the social sector applied through project work alongside vetted social impact organizations
- Higher levels of engagement in the community, with opportunities to learn about key issues and apply professional skills and interests on real community initiatives
- Participation in a collective giving (“Engaged Philanthropy”) approach to support community initiatives – taking an active role as a donor and volunteer to experience the direct impact of contributions
- Project management experience and connection to other engaged community members

SVP Calgary 2025 is our vision for a more connected Calgary, a city with high levels of social sector awareness and engagement, supported by our strong and growing Partner network and community connections.

Key Responsibilities:

- Maintains and updates content on the SVP Calgary website and facilitates the SVP Calgary digital community

- Develops content for website, event and membership recruitment marketing, and social media
- Contributes to the development of marketing plans and strategy related to programs and membership recruitment
- Works with SVP Calgary sponsors and nonprofit sector partners to ensure specific deliverables are met
- Participates in the development of the demand generation strategy; monitors and provides metrics on performance
- Manages and maintains content for social media accounts, including LinkedIn, YouTube, Twitter, Facebook, Instagram, etc.
- Writes Partner profiles and nonprofit project stories
- Assists with other programs and projects as needed

Qualifications:

- Post-secondary education in marketing, communications, or a related field
- Minimum of one-year professional experience (strong consideration of students in their final year of study)
- Excellent written and oral communication skills
- A high level of digital literacy with experience in leveraging online communication platforms, information systems and other technology
- Digital marketing communications experience
- Experience and proficiency in using online communication platforms, e.g., WordPress, social media and Google Analytics
- Strong organizational skills – independent self-starter capable of handling multiple projects and competing priorities under tight deadlines
- Experience implementing strategic marketing and communications plans
- Experience creating graphics for digital platforms
- Excellent time management and project management skills
- Highly organized with excellent attention to detail and high quality of work
- Interest in the nonprofit sector and social sector in Calgary

Additional Skills:

- Strong aptitude for acquiring new technical skills and knowledge
- Confident, approachable, and creative in nature

All qualified candidates are encouraged to **apply as soon as possible** – all applications will be reviewed on a rolling basis, however, the deadline to submit an application is May 11, 2022. **Interested candidates should e-mail a copy of their cover letter and resume outlining their relevant experience to info@svpcalgary.org.**

We thank all applicants for their interest, however only qualified candidates will be contacted for an interview. For more details or questions please contact us at info@svpcalgary.org.