



## ALBERTA HUNTER EDUCATION INSTRUCTORS' ASSOCIATION

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### Job Description

**Position:** Program Assistant - Marketing and Communications Co-ordinator

This person will report to and receive direction from the President of AHEIA. In addition, significant time will be spent with the administrative and delivery staff of AHEIA and various assigned contract personnel from time to time. However, the candidate must be well motivated and able to work on his or her own with minimal direct supervision.

#### Primary Objectives:

- A) Communications/Marketing
- B) Annual Banquets and other fund raisers from time to time
- C) Special Events/Other
- D) Program Initiatives

#### A) Communications/Marketing

- The co-ordinator will be responsible for working on all assigned:
  - AHEIA Social Media;
  - Advertising;
  - Video/Commercial production.
  - communications and marketing surrounding all program delivery
- Explore new audiences for conservation education programming. Exploring new audiences and targeting such groups/concepts as:
  - “Hunting for Hipsters”;
  - “Healthy Meat” consumers;
  - “Cooks for Conservation”;
  - Supporters of youth programs;
  - Supporters of women’s programs;
  - Others as may be appropriate.

Specific Communications / Marketing responsibilities as described below:

- Develop and execute AHEIA's marketing & communications strategy in line with organizational objectives
- Work with the President and senior management to develop and oversee yearly PR and communications initiatives
- Lead, manage and train all marketing & communications staff (including social media)
- Develop and oversee/execute integrated social media campaigns (organic and paid), advertising and video content in line with the approved yearly marketing & communications strategy
- Work to support and foster the growth of the AHEIA brand story and organizational goals. This includes ancillary association connections such as WISE and HFT.
- Work with the President of AHEIA or assigned contract staff to present "corporate Tone".
- Help define corporate tone, voice and brand to improve equity and awareness, and ensure consistency across all platforms and touch points.
- Explore organizational offering reach opportunities through implementation of new audience targeting strategies
- Create and design content for assigned external communications and champion the external communications strategy across all agreed upon social media channels.
- Work closely with senior leadership to develop innovative ideas that drive AHEIA's messages across various channels as well as written products circulated to AHEIA customers and potential customers.
- Assist in editing on assigned marketing & communications and brand content and assist the Executive Director with the AHEIA magazine. The AHEIA magazine is edited and overseen by the Executive Director and the Assistant Marketing and Communications Co-ordinator role here is one of support.
- Create presentations as assigned on various subjects based on the needs of the organization
- Provide comprehensive reporting of results of marketing & communications processes, initiatives/projects and activities to the President of AHEIA or as otherwise assigned.
- Assist with the graphic design, web development, video, copywriting, etc., as required. Graphic design is overseen by the Executive Director and the Executive secretary and the Assistant Marketing and Communications Co-ordinator's role here is largely support.
- Meet with the President as requested to discuss activities, and provide a brief monthly report of planned activities as well as a monthly report of completed tasks.

## **B) Annual Banquets**

Using a well designed and implemented marketing and communication strategy, assist in the following ways;

- Recruit attendees to WISE Awards/Spring Fling functions and other fund raisers throughout the year.

- Assist the Executive secretary in respect of the Corporate sponsorship for both major fundraising events
  - Tables;
  - Bronzes for WISE;
  - Wine for each table;
  - AHEIA/WISE branded and/or company branded gift for each table, e.g. stein, pocket knife, etc.
- Assist the Executive secretary as assigned to recruit sponsorship of Silent and Bucket items, including mail outs and follow up of each mail out. This includes co-ordination of certain communications sent from the president's office especially as it relates to social media.
- Assist with the coordination of media / social media presence for each event.
- Provide feeds / communications strategy /possible web presence to the Banquet committee regarding Spring Fling and WISE Banquet.
- Using a dedicated and targeted marketing and communications plan, assist the banquet committee to develop a large attendance of "Corporate Citizens" to support our 2 fundraising events, with both the provision of products and buyers for specifically donated items.

### **C) Special Events/Other**

- From a communications standpoint, manage a calendar year which lists specific dates and triggers throughout the year where certain things happen relative to the smooth flow of the 2 annual major fundraisers and other specifically assigned events/projects.
- Work towards securing sustainable funding donations for major events through a variety of means, such as point of sale donations with retailers, sponsorship for big ticket expenses, etc. This effort is in collaboration with the president and assigned staff.
- Work to co-ordinate a vibrant and active annual social media following. This activity will inform and entice attendees to special events such as the major banquets. This also entails an increased public awareness through social media and other advertising/communications media of all AHEIA/WISE activities. This also includes the monthly AHEIA Bugle and regular contributions for the AHEIA quarterly magazine, workbooks and educational video series referred to the "O.W.L. Workbooks."
- Explore and implement, upon approval of the president, a concept for a Silent Auction for ongoing fundraising efforts at the various AHEIA facilities. Implement a strong marketing and communication strategy to ensure success of this venture.
- Other event organization as assigned, such as special events at the CFC, assistance with Provincial Hunting Day fundraising and event promotion, OWP, Youth Camps, etc.
- Develop support for all program delivery from non-traditional sources, using all facets of program delivery as sponsorship/marketing opportunities.

- To expand and implement the 100 for \$100 concept, developed by the president. This includes working with the project team to market and publicize products and sponsorship for this project. Work here is largely in support of the marketing and communications plan associated with this project.

#### **D) Program Initiatives**

- Assist with the development and implementation of a social media campaign regarding communicating with the public about all facets of existing Conservation Education Programming.
- Assist with the development and implementation of a communications strategy for communicating with the public about the implementation of new programs such as PCOT, Sheep Essentials, Fishing Education and other deliverables as they become available.

#### **Expectations:**

- To work in a team environment.
- To report regularly on activities, including a brief written reports as described above to the president.
- To record and report statistics and delivery in a variety of prescribed ways.
- To promote membership in AHEIA and compliance with AHEIA's policies and procedures.
- To maintain a good and co-operative rapport within the conservation education community. To ensure the president is apprised of any problems or activities affecting AHEIA's conservation education programs especially as noted in the course of his/her duties related to social media.

The following items are of critical importance and are to be foremost in the completion of any of the duties mentioned under specific responsibilities:

- Must be prepared to demonstrate a strong service mentality, treating volunteers as customers. The volunteers are crucial to the continued success of the conservation education program elements and must therefore be treated with due respect and diligence.
- Must be honest and trustworthy.
- Must be effective in balancing warmth with professionalism.

- Must be a willing listener.
- Must be adaptable and flexible.
- Must be willing to work odd hours from time to time and the Assistant Marketing and Communications co-ordinator must therefore be able to work extensive evening and weekends in order to accommodate the time volunteers have available.
- Must be willing to take any additional training if asked.
- Must be willing to do a wide variety of tasks.
- Must be bondable and must meet AHEIA pre-screening requirements including, but not limited to, successfully completing AHEIA's volunteer/staff screening policy. Must be willing to sign a confidentiality agreement.
- Must demonstrate a high degree of attention to detail.
- Must have strong communication skills.

**Compensation:**

Employment is based on an annual basis and contract renews automatically based on the specific conditions stated in the contract.

See Employment Contract for specific details.

**Applications:**

Apply by email and in confidence to:

David Dolph  
Executive Director  
E-mail: [daviddolph@aheia.com](mailto:daviddolph@aheia.com)