

SENIOR COMMUNICATIONS SPECIALIST



The Alberta Insurance Council is responsible for the second largest insurance jurisdiction in Canada, supporting more than 42,000 licensees and issuing over 80,000 licenses. We are seeking a Senior Communications Specialist to join our Communications Team.

THE IDEAL CANDIDATE

Are you a creative storyteller who loves to translate complex information into compelling narratives that resonate with diverse audiences across different platforms? Are you experienced in stakeholder engagement strategy and passionate about engaging and informing stakeholders about important developments? Do you excel in leading complex communication projects with a strategic mindset? Want to use your expertise to elevate brand awareness and thought leadership with Alberta insurance consumers and stakeholders?

We are seeking an experienced and detail-oriented communications expert with a strong ability to lead content development across various platforms. The ideal candidate is experienced in analyzing and evaluating data to recommend solutions and action plans and in planning and delivering strategic communications initiatives to enhance brand awareness and engagement.

A degree or combined relevant experience and over 8 years of communications experience is required, and event planning and/or graphic design experience is an asset.

THE TEAM

The AIC Communications team is responsible for developing and executing strategies that enhance AIC's brand awareness and stakeholder engagement. They lead the creation of compelling content across various channels, ensuring consistent and effective messaging that aligns with the organization's goals. Additionally, the team plays a crucial role in supporting key projects and initiatives that drive engagement and promote AIC's mandate.

We are looking to add a team member who is passionate about communications and stakeholder engagement, proactive in identifying opportunities for thought leadership and brand awareness, and has a strategic, data-driven approach.

THE ROLE

Corporate Communications:

- Support content development for key communication channels, including website, information bulletins, social media, and internal platforms.
- Plan, coordinate, and develop newsletters targeted at diverse stakeholder groups.
- Analyze and optimize the effectiveness of email and social media campaigns using data-driven insights.

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- Collaborate with cross-functional teams to craft key messages that promote organizational services and support brand awareness.
- Develop and implement communications plans for projects, including thought leadership and major organizational initiatives.
- Interview industry experts, board/council members, and others to develop compelling and engaging stories.
- Lead the planning and execution of AIC-hosted learning events, such as forums, conferences, workshops.

Stakeholder Engagement:

- Support the development of and execution of a stakeholder engagement strategy, including stakeholder mapping.
- Develop summary reports, action plans, briefings, reports, background materials, and other materials to support stakeholder activity.
- Identify strategic partnerships with external stakeholders to advance the organization's mandate.
- Ensure alignment between stakeholder activities and organizational messaging.
- Interpret, summarize, and analyse analytics/data and stakeholder feedback to provide key findings and recommend solutions and action plans.

THE REQUIREMENTS

Qualifications & Experience

- Bachelor's degree or relevant, equivalent experience.
- 8+ years communications experience, with one year in a senior communications role.
- Working on large, complex projects involving multiple, diverse stakeholders, coupled with strong organizational and project management skills.
- Developing and leading communications tactics and strategies, as well as experience developing key messages and content for a variety of vehicles and mediums.

Skills

- Advanced stakeholder management skills, with an ability to interpret needs, manage expectations, and influence direction and outcomes.
- Strong writing, research, and editing skills, and an ability to translate complex and technical information into compelling messages and stories geared to a variety of audiences and mediums.
- Working knowledge of HTML, Wordpress, Canva, Hootsuite, and other social media, digital communications, and website platforms.
- Strong analytical, critical thinking, and problem-solving skills, as well as a keen attention to detail.

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- Excellent strategic planning and execution skills.

WHO WE ARE

At AIC, our team members are a key resource and central to our work to protect Albertans through the licensing and regulation of insurance agents, brokers, and independent adjusters across the province.

We are dedicated to fostering innovation in our organization, improving professionalism in the industry, developing a knowledge foundation for evidence-based decision making, and implementing governance best practices.

WHAT WE OFFER

We offer a collegial and enjoyable work environment, great benefits, and a chance to make a difference in the lives of Albertans.

- Comprehensive benefits package, including health and dental.
- An above market health and wellness spending account.
- Generous RRSP employer matching.
- Professional growth and development opportunities.
- Enhanced vacation entitlement.
- Hybrid work with three anchor office days, once probation is completed.

HOW TO APPLY

This competition will remain open until **November 29, 2024**. Please apply online:

<https://shorturl.at/WWjx1>

AIC thanks all candidates for their interest. We value the time and efforts candidates put into their application and we commit to responding to all candidates and letting know the status of their application.

AIC is committed to promoting equity and diversity, and to creating a work environment that is respectful, inclusive, and free from barriers.