



COMMUNITY ENGAGEMENT DIRECTOR

Type: Contract, Remote-based Position

Salary Range: \$80,000 - \$100,000

Are you a communications and engagement enthusiast with a strong background in community relations, stakeholder collaboration, and event management? Do you thrive on advancing relationships, working within your community, and hosting large scale, in-person, and online engagement events in a robust and professional manner?

Life in the Heartland is hiring a Community Engagement Director to lead and advance the initiative's strategic operating goals and grow our overall brand. The role is responsible for the overall operational management of Life in the Heartland and has the primary responsibility to ensure the consistent delivery of quality services. This work includes:

- Developing and executing the Life in the Heartland communications strategy and specific communications activities, including:
 - Production of marketing and education materials
 - Media engagement and relations
 - Promotion on social media
 - Event promotion and brand advertising
- Collaborating with partner organizations, community residents, industry representatives, municipal representatives, and other non-profit associations to identify meaningful opportunities to enable community engagement
- Building new and advancing existing stakeholder relationships in support of the initiative's overall goals
- Planning, coordinating, and executing digital and in-person community engagement events
- Creating, coordinating, and engaging with the Life in the Heartland Community Advisory Panel to facilitate a framework and process to engage residents and stakeholders to obtain input and advice and identify and address broad community issues
- Growth, measurement, and reporting on strategic goals
- Fiscal accountability, including budget management and advertising spending
- Managing administrative staff and relevant consultants

To be successful in this role, you will be a highly motivated, self-starter who possess the following experience and skills:

- a strong knowledge and understanding of the community culture in Alberta's Industrial Heartland
- 5-7 years experience in regional community relations and engagement
- a communications expert with experience developing and executing communications plans, media ad buys, and advertising and promotional campaigns



- an ability to build, maintain, and advance professional relationships
- a problem-solver and an expert at identifying creative solutions
- demonstrated experience hosting large scale community events, supporting social media activity on multiple platforms, and measuring same, and writing, editing, and producing marketing materials and publications
- proven ability to manage staff and outside consultants
- knowledge of companies and operations in Alberta's Industrial Heartland is an asset

Other Information

This is a full-time, remote-based, contract position. Duties and responsibilities may fall outside regular office hours and the successful candidate will be required to work some evenings and weekends.

Learn more about Life in the Heartland on our website: www.LifeintheHeartland.com. To apply for this position, please include a resume, cover letter, and salary expectations via email:

Tracey Hill
Chair, Life in the Heartland
info@lifeintheheartland.com

ABOUT LIFE IN THE HEARTLAND

Life in the Heartland is a collaborative communications initiative working to increase resident awareness of industrial projects and development in the Alberta's Industrial Heartland region. Our goal is to provide a coordinated approach to improve resident awareness of and access to information, resources, and contacts about topics related to existing operations and industrial development.

ABOUT ALBERTA'S INDUSTRIAL HEARTLAND REGION

Alberta's Industrial Heartland is Canada's only industrial energy cluster with two refineries with carbon capture technology and the world's largest CO₂ pipeline. The region is home to approximately 120,000 residents and more than 40 companies in a variety of sectors. Offering communication and information paths for the residents in Alberta's Industrial Heartland and supporting two-way engagement between residents and industry are critical priorities in the region. This work is enabled through Life in the Heartland, a collaborative initiative amongst the following organizations:

- Alberta's Industrial Heartland Association
- Fort Air Partnership
- Northeast Capital Industrial Association
- Northeast Region Community Awareness Emergency Response