

Opportunity Profile

Communications Specialist

November 2024

The Alberta Dental Association (ADA) is the collective voice of dentists in Alberta. Established in 2023, the ADA strengthens and supports the dental profession and promotes oral health as an integral part of general health for all Albertans.

The Position

You're a creative collaborator early into your career, looking for an opportunity to put your energy and talents to good use for a vibrant health professional association with a reach that spans the province (and sometimes the country). With a keen eye for detail and commitment to exceptional quality, you are comfortable with taking on diverse new challenges in a fast-paced environment and working both independently and as a team to get things done.

Reporting to the ADA's Public Relations and Communications Director, the Communications Specialist is accountable for content strategy, generation, and distribution. This role is essential to help elevate resources such as our public website, social media accounts, email newsletters, member lounge, and association magazine. The role works closely with other Directors and staff of the ADA and engages from time to time with members and stakeholders of the Association.

This newly created role offers the chance to shape the ADA's communication strategies and develop professionally in a professional and creatively nurturing environment. To be successful you will need a combination of creative skill, kindness, curiosity, iterative thinking ability, and professionalism along with the ability to work quickly. It is a full-time, permanent position, with some flexibility with daily work hours.

Location: Edmonton, Alberta. Staff of the ADA work in a hybrid in-office and home office model, per the established Personnel Policies. The ability to travel within the province is preferred.

Salary: Commensurate with experience.

Responsibilities

The Communications Specialist is a key team member, helping coordinate, plan, create, implement, evaluate, and improve the ADA's various communication, public relations, and marketing efforts.

Specifically, the Communications Specialist is responsible for working under the direction of the Public Relations and Communications Director to:

- Develop and execute content strategies.
- Create high-quality, engaging content for various platforms.
- Prepare presentations and scripting for ADA leadership.
- Implement and maintain ADA's social media strategy, including managing social accounts and calendar, including any targeted campaigns, and reporting and evaluating social media analytics.

- Manage the content and production of ADA’s member publication, *The Connection*, including writing articles, interviewing stakeholders, content layout and graphic design, and liaising with advertisers and authors.
- Support the ADA’s Editorial and Communications Committee which oversees and advises on public and member communications.
- Assist the Community and Partnerships Director in developing and implementing a strategic communication and marketing plan for the annual conference (Alberta Dental Team Summit).
- Contribute to developing strategic communication planning and marketing campaigns and ensure the integrity of the image and reputation of the ADA and Alberta’s dentists.
- Research dental industry trends and target audience needs.
- State up-to-date with the latest content marketing trends and best practices.

Education and Experience

- The successful candidate has a related degree from a recognized institution and a desire to work in marketing, communications, or digital communications.
- Required competencies include being well-versed in all areas of digital communications including social media, excellent verbal and written communication, interpersonal, analytical, problem-solving, negotiation, and public relations skills.
- Memberships with the International Association of Business Communicators, Canadian Marketing Association, the Advertising Club of Edmonton and/or the Canadian Public Relations Society are desirable.

Skills and Attributes

- Skills in real-time content creation and distribution strategies and tactics.
- Proficiency in Adobe Creative Cloud is highly desired; video and audio editing experience are a plus.
- Ability to work in a highly collaborative and self-directed manner.
- Ability to manage multiple competing demands and tasks under tight timelines.
- Creative thinker.
- Ability to work under the direction and mentorship of a diverse group of professionals.
- Strong written and verbal communication skills.
- Strong attention to detail and demonstrated commitment to high-quality, professional work.
- Excellent organizational and time management skills.
- High energy and commitment.
- Proactive and takes initiative.

How to Apply

Interested candidates are to submit their resume and cover letter to Lucas Warren, Public Relations and Communications Director, at lwarren@albertadentalassociation.ca. Only candidates selected for an interview will be contacted.

The closing date for this competition is **Friday, December 13, 2024**.

About the Alberta Dental Association

Our Mission

The Alberta Dental Association is the collective voice of dentists in Alberta. The Association strengthens and supports the dental profession and promotes oral health as an integral part of general health for all Albertans.

Our Vision

Healthy Dentists. Healthy Albertans.

Our Values

Our values are more than words, they are how the Alberta Dental Association commits to being seen and felt by our members and the community in all our interactions.

- **Approachable** – We value openness and inclusivity and treat our stakeholders as family, friends, and neighbours.
- **Supportive** – We foster a respectful and safe environment where all people are welcome and listened to.
- **Accountable** – We hold ourselves and each other to being informed, honest, transparent, and results-focused in relentless pursuit of our vision.

Our History

In December of 2020, the Government of Alberta passed a bill that would amend the Health Professions Act. This required all regulatory health colleges, including the (former) Alberta Dental Association and College (now operating as the College of Dental Surgeons of Alberta) to divest their association functions and activities by April 1, 2023. This led to the creation of a newly independent Alberta Dental Association.

The Association provides a strong, unified voice to enhance, promote, and to advocate on behalf of the dental profession. Through the Association, members can access a variety of practice support tools, benefits, professional development opportunities, and to connect with oral health colleagues.

Led by dentists for dentists, the new Alberta Dental Association is committed to fostering a vibrant and thriving dental professional community in Alberta. We do this by focusing our efforts through four pillars:

- **Educate and empower** – The Alberta Dental Association develops timely and relevant education, tools, information, and resources for dentists and oral health teams so they can deliver high quality, safe, ethical, and effective dental care for Albertans.
- **Advocate for better** – Alberta’s dentists are important members of a patient’s primary health care team. The Alberta Dental Association represents the dental profession in Alberta and aims to be a trusted advisor and partner for priorities related to dental and oral health care.
- **Promote health and wellness** – The health and wellbeing of dentists, dental practices, and oral health teams impacts how Albertans access and experience dentistry. The Alberta Dental Association provides programs and services focused on promoting wellness for dentists and improving oral health care for all people in Alberta.

- **Celebrate people and community** – Dentists are a valued part of Alberta’s diverse communities. The Alberta Dental Association helps bring people together to share, learn, and grow, and to celebrate Alberta’s dentists and their contributions to the community.