



MARKETING AND COMMUNICATIONS COORDINATOR Summer Jobs Grant Position, 2025

Organization/Position Overview:

Founded in 1989, CapitalCare Foundation is a registered charity in Alberta that supports the goals and needs of residents in long-term care at CapitalCare through private philanthropy and giving. Together, we can make a difference by facilitating positive change that enriches the lives of seniors and residents in long-term assisted living.

Funds raised by the foundation have helped CapitalCare to purchase specialized equipment, renovate buildings, provide educational assistance for staff, and enhance programming. We take over where government funding ends.

Our goals and support areas have not changed over time, but the need for additional financial resources has increased. This is mainly due to shifts in government funding and the increase in our aging population, creating a greater demand for specialized programs, homelike centres, and new continuing care delivery options. To meet the challenges of providing the best continuing care for the community, we need to be flexible, responsive, and forward-thinking. The work of CapitalCare Foundation is key to these efforts.

The Marketing and Communications Coordinator is part of a team focused on supporting the CapitalCare Foundation long term strategic development and sustainability. The successful candidate works within the Foundation construct to support and implement strategies to increase awareness and contributions.

This position has three main areas of focus:

- Marketing and Communications (60%)
- Event Planning Support (30%)
- Other duties assigned (10%)

Marketing and Communications

- Maintain and update social media platform on a regular basis, keeping content fresh, timely and relevant.
- Support the marketing and communications needs of third-party events.

Event Planning and Implementation

- Assist with the planning, organization and execution of all CapitalCare Foundation fundraising events.
- Provide periodic progress reports for each event to management.

Other

- Assist with data entry.
- Other duties as assigned.

Qualifications:

- Experience with social media tools including Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, etc.

- Computer literacy, including effective working skills of MS Word, Excel, PowerPoint, and Outlook
- Excellent written and verbal communications skills

Security:

Applicants will be required to submit a Criminal Record Check, a current Child Welfare check, hold a current First Aid Certificate and must be willing to sign an Oath of Confidentiality if hired.

Reports to:

Executive Director

