

## **OUTREACH 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 Outreach and Communications Coordinator is a key member of our summer team, focused on bringing resident stories to life and strengthening the Foundation's connection to our community. This individual will spend time in CapitalCare centres, engaging with residents and staff, capturing meaningful moments, and helping to grow our communications and donor engagement strategy. They will also support ongoing Foundation events and marketing activities.

This position has three main areas of focus:

- Storytelling and Resident Engagement (60%)
- Marketing and Communications (25%)
- Event Support and Other Duties (15%)

### **Storytelling and Resident Engagement**

- Visit CapitalCare centres regularly to meet residents and gather stories that highlight their lives, experiences, and the impact of Foundation-supported initiatives.
- Collaborate with the communications team to turn these stories into engaging written and visual content for social media, newsletters, donor reports, and internal use.
- Help build a story archive that can be used year-round to strengthen donor relationships and raise awareness.

### **Marketing and Communications**

- Assist with creating and curating content for social media channels to ensure content is timely, relevant, and aligned with Foundation priorities.
- Support the growth of our communications strategy by suggesting new ways to engage audiences across different platforms.

- Assist with the promotion of third-party and Foundation events through print and digital marketing.

### **Event Support and Other Duties**

- Help with the planning, organization, and execution of CapitalCare Foundation's summer events, including community and donor engagement activities.
- Provide administrative or logistical support as needed.
- Contribute to progress reports and post-event evaluations.
- 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

