

External Relations Officer

Located in the University of Alberta's Calgary Centre (<http://www.calgary.ualberta.ca/>) and reporting to the Associate Director, External Relations Calgary, the External Relations Officer will play a lead role in the integration of external relations activities. Focusing on alumni relations, communications and development activities, the External Relations Officer works to enhance the academic reputation of the University of Alberta using a variety of public relations strategies.

The incumbent plays the lead role in strengthening the relationship between the University of Alberta and its alumni in Calgary. This involves working closely with the Office of Alumni Affairs and faculty based external relations teams to develop services, programs and events to engage Calgary based alumni. This also involves taking the lead role in volunteer coordination for the Calgary alumni branch.

The External Relations Officer role is also responsible for developing and executing communication strategies targeting a variety of markets in Calgary, including special events. The incumbent is responsible for researching, budgeting and evaluating all programs under his/ her responsibility.

Key Accountabilities:

- Develops annual budget for activities within areas of responsibility and scope
- Leads the partnership with Alumni Affairs, faculty based staff and alumni volunteers in Calgary to develop strategies to maximize the effectiveness of alumni services, programs and activities
- Identifies potential donors, assists in the management of faculties' involvement in Calgary fund development activity
- Establishes and maintains relationships with faculties and central external relations teams to assist them in advancing efforts in the Calgary market
- Works closely with the Associate Director, External Relations Calgary on creating and executing marketing and communications strategies for the University of Alberta in the Calgary market
- Maintains a strong knowledge and understanding of all key university messages, adapting messages as required for the Calgary market
- Plans, directs and oversees various public events that will enhance awareness, understanding and support for the University of Alberta

The applicant will have:

- University degree; the completion of a public relations or journalism diploma would be considered an asset
- Minimum 5 years of stakeholder relations and communications experience in an integrated environment
- Fundraising and/or marketing communications experience in an integrated environment
- Demonstrated skill in building relationships with both internal and external stakeholders
- Excellent written and verbal communications skills
- Strength in developing, planning and executing strategic special events
- Comfort in managing multiple priorities to meet deadlines and integrating the priorities of a variety of constituents in a fast-paced work environment
- Experience working in a post-secondary environment with knowledge of university policies, procedures, structures and programs considered an asset

- Experience in community relations/community investment and aligning organizational objectives with stakeholder interests and building mutually beneficial relationships also considered an asset

Note: Some travel to Edmonton is required in the successful execution of the External Relations Officer role.

This is a full-time Administrative Professional Officer position with a salary range is \$58,628 - \$97,716 and includes a comprehensive benefits package. Applicants should submit their curriculum vitae and cover letter. Consideration of applications will begin on Tuesday, September 1, 2009; however, the competition will remain open until filled.

We thank all applicants for their interest; however only those selected for an interview will be contacted.

Interested applicants may apply to:

Online: <http://www.careers.ualberta.ca/competition.aspx?id=A10719350>

Competition No. - **A10719350**

Closing Date - **September 1, 2009**

The University of Alberta hires on the basis of merit. We are committed to the principle of equity in employment. We welcome diversity and encourage applications from all qualified women and men, including persons with disabilities, members of visible minorities, and Aboriginal persons.