Alberta Community and Co-operative Association & British Columbia Co-operative Association

Communications Specialist Contract

Request for Proposals

# Contract Amount: $35 - 40/hr depending on experience

**Contract Term: 6 months with potential for extension or conversion to full-time employment Deadline for Submissions: 5 p.m., Friday, Nov 6th**

# Contract Start Date: Dec 1, 2020

**Contact: Paul Cabaj Email:** [**execdir@acca.coop**](mailto:execdir@acca.coop) **Organizational webpage: www.bcca.coop** [**www.acca.coop**](http://www.acca.coop/)

# ABOUT YOU

You love telling stories and building a narrative. Short stories, 200 characters long that have an impact; visual stories that capture a moment or idea and shift perspectives; and longer stories about how individuals and organizations can improve their communities. All this within the context of a flowing narrative of how the co-operative business model can build a better world.

You are a born communicator and able to deploy your web, social media and print skills to engage an audience and move them to action. You can get to the heart of the matter, weaving together data and ideas and build a cohesive package that has readers wanting more. You love working with a team, throwing ideas on the wall and moulding the best of them into inspiring but realistic steps forward.

But you can also go it alone when needed, able to take responsibility for a project and focus your energy to meet a deadline. You can face a swarm of tasks coming at you, calmly stare it down, pick it apart, prioritize the things that need doing now, and comfortably say no when you need to.

# WHAT YOU WILL BE DOING

Your main challenge ahead will be to develop and implement communications plans for two member-owned organizations, the ACCA and the BCCA. This means trying to balance the messaging appropriate for multi-billion-dollar co-operatives with those of innovative co-operative entrepreneurs with a compelling idea and more moxie than money in their pockets.

You will be supporting a small but dedicated team of colleagues, working in offices throughout Alberta and BC, each with heavy workloads needing communication support for a range of projects. You will be interacting with colleagues in other national and provincial co-operative organizations to share ideas and collaborate across borders. Your plan will blend elements of government relations, public awareness of co-operatives, and event/program promotion.

# YOUR BACKGROUND

It's about the fit – your ideas, your skills, your interests, and above all, your values and attitude fit with the co-op movement and its [identity, values and principles.](https://www.ica.coop/en/cooperatives/cooperative-identity) You have a post-secondary degree in marketing/communication or public relations, and a minimum of 3-5 years of experience helping organizations in ramping up their communications a couple of notches.

This is a six-month contract. There may be an opportunity to build this into a full-time long-term position before the end of the contract.

You will be reporting to the Executive Director. You can choose to work from your home office and we expect you to maintain a solid information flow with your colleagues and so the work gets done.

A possible breakdown of your time, subject to changes based on your skills and capacities:

# Communications Planning and Implementation (60%)

* Plan and implement communications to increase engagement with ACCA and BCCA, including social media presence, external newsletters, storylines
* Engage with our member co-operatives to coordinate messaging, marketing and enable greater amplification of sector messages & stories.
* Create materials for all aspects of the organization
* Website maintenance and revision.

# Communications Support (40%)

* Support Branding and promotion of various events (AGM, webinars, MLA reception) and ongoing Government Relations Activities
* Support communications for Youth Leadership Program and our work in new co-operative development.
* Build the internal capacity to implement communications, fostering an environment of shared ownership around our brands and provide training on the most appropriate tools to meet that end.