

Director of Communications & Marketing

The United Conservative Party is now hiring for a Director of Communications and Marketing.

This full-time, permanent role is Calgary based but Edmonton applicants will be considered. Our ideal candidate will have a robust experience in conservative politics, a current party membership and experience in a dynamic work environment.

Media and Party Promotion

The Director of Communications is responsible for handling media requests for the party and public party promotion. This work regularly includes:

- Preparing party representatives for communications with the media
- Writing media advisories and press releases
- Writing statements to the media
- Developing positive relationships with members of the media
- Develop and implement party campaign initiatives when appropriate

Fundraising and Supporter Recruitment

For fundraising, the Director of Communications is responsible for managing the content and distribution of our direct-mail fundraising program, digital fundraising program, and email fundraising program. The role also includes identifying and growing our known supporter network. This work regularly includes:

- Work with party vendor outlining content schedule for direct mail fundraising
- Coordinate with party representatives for approval on direct mail programs
- Manage content creation for the digital fundraising program. This includes content creation for the website, social media, and digital advertising, as well as having a sophisticated understanding of target audience management for platforms such as Facebook and Google
- Be familiar with advanced audience segmentation techniques for digital marketing
- Grow our supporter network and provide incentives for involvement using digital, mail, and other marketing techniques
- Manage membership renewal notices through mail and email campaigns

Website Management and Content Creation

The Director of Communications must regularly produce content for the website, including active blog posts regarding major accomplishments achieved by the United Conservative party, party surveys and petitions, and any other necessary updates for the website. This work regularly includes:

- Create party petition or survey pages
- Create party blogs and news posts
- Update media files and pages on the website
- Create event pages and ticket portals on the website
- Work with website vendors for any necessary coding or website design issues that need to be resolved or managed

Calgary Office:
203, 2915 21 Street NE
Calgary, AB T2E 7T1



Edmonton Office:
202, 10707 100 Avenue
Edmonton, AB T5J 3M1

Social Media

The Director of Communications is responsible for regularly ensuring that our social media channels have regular content posted. This work regularly includes:

- Aggregating media links for party promotion
- Creating unique content, such as graphics, video, or party blogs, for promotion
- Provide party vendors with direction on content creation and development
- An ability to use Adobe products such as Photoshop, Illustrator, After Effects, and Premier, is considered an asset for the purpose of content creation

Data Management

The Director of Communications needs to have a sophisticated understanding of data management. Previous experience with data management platforms is considered an asset. This work regularly includes:

- Updating data through our email program and data management system
- Segmenting audience lists for email, digital marketing, and mail programs
- Updating user profiles upon user requests
- Ensure data management is compliant with relevant privacy laws and regulations

Deadline for submissions is July 14th 2021. Please submit resumes to awilde@unitedconservative.ca