



COMMUNICATIONS COMMITTEE

OUR STORY

Since 1940, the Christmas Bureau has been providing holiday meals (and joy) to Edmontonians in need. Rooted in community and compassion, our organization is connected to over 100 social service agencies, community partnerships, and 800+ volunteers to bring together three Christmas-giving programs: our Festive Food Hamper Program, the Adopt-A-Teen Program, and 630 CHED's Santas Anonymous Toy Program.

Operational all year long, our purpose is simple: *to give joy to others. It is greater than one meal. One act of kindness can impact someone for a lifetime.*

THE COMMITTEE

The Communications Committee is a committee that provides strategic advice and counsel, leverage industry experience and networks to support the communications and marketing strategies of the Christmas Bureau. Reporting directly to the Board of Directors, the committee members:

- Support the development of the marketing and communication framework of the Christmas Bureau Strategic Plan
- Support the development of a marketing and communication yearly plan
- Vetting key messages for use across channels
- Provide recommendations, analysis of market and donor research, creative direction and communication strategies for industry positioning

THE ROLE

Successful candidates will be able to demonstrate the following:

- Firstly, you're a fan of the Christmas season (and giving back to the community)
- Supporting the Christmas Bureau's mission, values, and purpose
- Communications and marketing experience
- Diverse knowledge and cultural understanding of marginalized communities
- Time for all committee duties and related activities (3-4 hours per month), including 8 hours of volunteer work within a calendar year

Experience in any of the following areas would be an asset:

- Not-for-profit
- Marketing agency
- Digital marketing, including SEO, SEM and social media
- Public Relations and/or research



COMMUNICATIONS COMMITTEE

WHAT'S IN IT FOR ME?

- Opportunity to give back to the community, including seniors, families, and youth
- Leadership and mentorship opportunities
- Pathway to the Board of Directors
- Not-for-profit experience
- Networking and collaborating opportunities
- Fun events (and dedicated people)

NEXT STEPS

We encourage all applicants from diverse backgrounds and levels to apply, including students. Interested candidates are required to submit a resume highlighting your experience and a cover letter expressing interest.

Your application package should include:

- Cover letter outlining your interest in serving on the Communications Committee
- Resume
- Two references
- Portfolio (optional)

Please submit your application package via email to:

- Susan Sarrasin, Human Resource Committee Chair
- Email: mail@christmasbureau.ca
- Subject line: CBE Communications Committee

For additional information, please contact Adam Zawadiuk, Executive Director by email at adamz@christmasbureau.ca or by phone at 780-414-7682. For more information about the Christmas Bureau of Edmonton, visit us at christmasbureau.ca

Christmas Bureau of Edmonton
#1, 12122 68 Street, Edmonton, AB T5B 1R1
780-421-9627 (XMAS)
mail@christmasbureau.ca
christmasbureau.ca

The Standards Program Trustmark is a mark of Imagine Canada used under license by the Christmas Bureau of Edmonton.

