



## ALBERTA HUNTER EDUCATION INSTRUCTORS' ASSOCIATION

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### Job Description

- Position:** Marketing and Communications Internship – Part Time, Temporary - One Year Contract
- Reporting:** This person will report to and receive direction from the president of AHEIA. In addition, significant time will be spent with the administrative and delivery staff of AHEIA. However, the candidate must be well motivated and able to work on his or her own with minimal direct supervision.
- Responsibilities:** This person will be responsible for assisting in all marketing and communication assignments for AHEIA. This must be done in a responsible manner ensuring all content aligns with the approved yearly marketing & communications strategy. This includes social media, advertising, photography, videography, website maintenance and coordinating special events. This jobs also includes the planning and execution of a monthly newsletter and quarterly magazine.
- Expectations:**
- To work in a team environment.
  - To report regularly on activities, including a brief written monthly report to the president.
  - To report to the president on a weekly basis as to the general locations that the Marketing and Communications Intern expects to be.
  - To record and report statistics and delivery in a variety of prescribed ways.
  - To promote membership in AHEIA and compliance with AHEIA's policies and procedures.
  - To maintain a good and co-operative rapport within the conservation education community. To ensure the president is apprised of any problems or activities affecting AHEIA's conservation education programs.

The following items are of critical importance and are to be foremost in the completion of any of the duties mentioned under specific responsibilities:

- Must be prepared to demonstrate a strong service mentality, treating volunteers as customers. The volunteers are crucial to the continued success of the conservation education program elements and must therefore be treated with due respect and diligence.
- Must be honest and trustworthy.
- Must be effective in balancing warmth with professionalism.

- Must be a willing listener.
- Must be adaptable and flexible.
- Must be willing to work odd hours from time to time and the Marketing and Communications Intern must therefore be able to work extensive evening and weekends in order to accommodate the time volunteers have available.
- Must be willing to take any additional training if asked.
- Must be willing to do a wide variety of tasks.
- Must be bondable and must meet AHEIA pre-screening requirements including, but not limited to, successfully completing AHEIA's volunteer/staff screening policy. Details of the pre-screening policy, exclusive of PIC compliancy
- Must be willing to sign a confidentiality agreement.
- Must demonstrate a high degree of attention to detail.
- Must have strong communication skills.

**Specific Responsibilities:**

- A) Communications/Marketing
- B) Annual Banquets and other fund raisers from time to time
- C) Special Events/Other
- D) Program Initiatives

**Qualifications:**

A student or recent graduate of a College Diploma or University Degree in English, Communications, Public Relations, Graphic Design, Journalism, or the equivalent in training and experience.

- Strong public relations and interpersonal skills
- A background or interest in conservation education
- Ability to effectively motivate and supervise projects to their successful and timely completion
- Ability to be a self-starter
- People skills and ability to co-ordinate office staff priorities
- Strong computer skills—social media experience an asset

**Salary:**

Commensurate with experience and the ability of the AHEIA, acting as a charitable foundation, to acquire grants, donations or other funding to provide remuneration for this position. The Marketing and Communications Intern must have his or her own transportation, though AHEIA provided vehicles may be available from time to time. If a personal vehicle is used on the association's behalf, reimbursement will be made on a per-kilometer basis, with prior approval for use.

**Hours of Work:**

As described earlier, the work week is generally Monday to Friday; however, weekend work will be required from time to time. While a detailed time card is not required, the candidate agrees to make him or herself available for approximately 20 hours per week.

**Contact info:**

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