

## Communications Specialist

### Position Summary

The Coffee Association of Canada is seeking a Communications Specialist to support the planning, coordination, execution, and ongoing management of the Association's day-to-day communications.

Working closely with the communications and administration teams, this role will serve as the primary coordinator for communications execution, helping ensure that member communications, digital content, events, and organizational initiatives are delivered accurately, consistently, and on schedule.

The Communications Specialist will play an integral role in supporting member engagement by coordinating communications across membership, governance, committees, conferences, sponsorship, government relations, advocacy, research, and other Association initiatives. This position will also help manage communication requests, maintain digital communication platforms, monitor deadlines, and support the development and distribution of content across multiple channels.

This is an excellent opportunity for an organized, detail-oriented communications professional with a corporate or B2B communications background who enjoys working in a collaborative environment and contributing to the growth and success of a national industry association.

### Key Responsibilities

- Coordinate and execute day-to-day member communications, including newsletters, e-blasts, announcements, member updates, and general member communications.
- Develop, format, and distribute newsletters and e-blasts through Mailchimp, and support Government Relations newsletters through the same platform.
- Support member renewal communications, new member onboarding communications, member announcements, and new member welcome posts.
- Maintain communications lists, contact segments, audience lists, and mailing groups.
- Manage CAC's social media channels, including LinkedIn, Instagram, and X, and maintain the social media calendar and broader content calendar.
- Support content coordination, content development, formatting, proofreading, and communications quality control.
- Draft standard communications templates and assist with routine communications materials.
- Support routine website updates and member portal maintenance.
- Support promotional communications for webinars, events, member programs, research initiatives, advocacy initiatives, awards programs, Sustainability Spotlight, DEI profiles, and other CAC initiatives.
- Support conference promotional communications, registration communications, attendee communications, and event logistics communications.
- Support sponsorship communications and tracking.
- Support communications related to marketplace, exhibitors, sponsors, speakers, vendors, consultants, and other external stakeholders.

- Coordinate communication requests from the President, communications consultant, Executive Assistant, committees, and the government relations firm.
- Track communications deadlines, approvals, follow-ups, and outstanding requests to ensure timely delivery.
- Support survey coordination, including setup, distribution, follow-up, and reporting.
- Prepare basic communications reports and analytics.
- Support advocacy-related communications and the promotion of research, industry updates, and CAC initiatives.
- Support communications tied to governance, membership, events, sponsorship, conference, and operations.
- Help ensure communications are consistent, timely, and not missed due to responsibilities being spread across multiple individuals.
- Support member engagement initiatives and other communications projects as assigned.
- Track communications analytics and prepare reports on social media, website and digital campaigns to help measure success and inform future content strategies.

### **Qualifications**

- Post-secondary education in communications, marketing, public relations or a related field.
- Two to four years of communications or marketing experience, ideally within a corporate or B2B environment (internships or co-op experience considered).
- Corporate communications experience.
- Exposure to B2B communications and stakeholder engagement is an asset.
- Strong writing, editing and organizational skills.
- Experience with social media platforms, email marketing and website content management.
- Familiarity with Microsoft Office and communications tools such as Mailchimp, SurveyMonkey, Canva or similar platforms is an asset.
- Strong project coordination and time-management skills, with the ability to manage multiple priorities and deadlines in a fast-paced environment.
- Comfortable supporting communications across multiple areas, including membership, events, governance, sponsorship, research, advocacy, and operations.
- Experience in food, beverage, manufacturing, or industry associations is considered an asset.
- Track communications analytics and prepare reports on social media, website and digital campaigns to help measure success and inform future content strategies.

### **Compensation and Benefits**

- Annual salary of \$60,000-\$70,000.
- Benefits package, including medical, dental, and vision coverage.
- Paid vacation.