

Atlantic
Summer
Institute
on Healthy
and Safe
Communities



l'Institut
d'été sur les
collectivités
sûres et en
santé au
Canada atlantique

www.asi-iea.ca

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Job Description: Communications and Public Relations Coordinator

We are looking for a motivated candidate with experience in communications and fundraising, who cares about equality, inclusion and mental health, to join the team of the 2025 Atlantic Summer Institute.

The Atlantic Summer Institute on Healthy and Safe Communities (ASI) is hosting an intergenerational policy forum from August 18-20, 2025 with the theme ***Building Resilient Communities for Well-being Across Generations***. The Forum will be held in Charlottetown at Holland College. The Forum will be held in Charlottetown at Holland College as an in-person with a virtual option. Materials in French and simultaneous interpretation will be available. For more information, visit www.asi-iea.ca.

Goal of the position: To support the implementation of ASI's communications strategies and event planning, promoting registration for ASI 2025 and ensuring the success of ASI. The successful candidate will assist with the development, coordination and delivery of ASI 2025, as well as fundraising and communications activities.

Job Description: **Communications**

The Communications and Public Relations Coordinator will contribute to communications and fund development, working closely with ASI staff and a volunteer Communications Committee to plan and implement communications strategies in advance of, during and following the ASI 2025 Forum. The focus of the position, networks and context will provide an exciting work and skill building experience.

The Communications and Public Relations Coordinator will report to and be mentored by the ASI Coordinator, and will work as a member of a team. Following the event, their role will be to compile a report on the experience with recommendations.

Duties of the Communications and Event Planning Coordinator include:

1. **Communications and Public Relations**

- Support the Communications Committee in planning communication strategies, ensuring that online engagement (social media, web, direct outreach, etc.) is optimized to enhance visibility, and support registration and fundraising goals
- Support knowledge mobilization of ASI Policy Brief

- Oversee website management and maintenance
- Create newsletters and manage lists and mailings according to schedule
- General support – media relations, graphic design, copywriting and translation
- Management of the ASI image bank, securing logos, acknowledgement requirements of funders
- Keep an inventory of promotional documents and communications materials
- Keep track of social media and web metrics

2. Event Planning and Administration

- Assist the team to prepare for the ASI 2025
- Collaborate in planning and organizing promotional and fundraising events
- Support the work of Communications and Fund Development teams: schedule and organize online meetings, take minutes
- Coordinate work with suppliers: printers, graphic designers, translators, etc.
- Perform regular administrative tasks: mail, preparation of letters, presentations and various documents, etc.
- Perform other tasks as assigned and required for the success of ASI and its fund development and communications strategies
- Write a final summary report

3. Fund development support

- Create marketing material that highlights sponsorship benefits available during the hybrid event
- Research philanthropy trends and available resources, and propose actions to improve current practices
- Participate in the preparation and writing of funding requests/applications
- Collaborate in planning and organising promotional and fundraising events

Qualifications: Eagerness to develop skills working with community groups, knowledge of and experience in communications and fund development are required.

- Enrollment in a university or community college program focused on communications, marketing or public relations preferred.
- Competence and fluency (oral and written) in English is required. French is strongly recommended.
- Mastery of the Office suite, knowledge of WordPress, social media and the following platforms is an asset: MailChimp, Google Analytics, graphic design software.
- Strong organizational and planning skills, ability to respect deadlines
- Ability to work independently and with a team
- Ability to multi-task, prioritize and work under tight timelines
- Experience with hosting hybrid events is an asset
- Experience with event planning is an asset
- Experience in a multicultural setting is an asset

This position is funded thanks to the support of Canada Summer Jobs and to be eligible, participants must be:

- between 18 and 30 years of age at the start of the employment

- a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act (international students are not eligible. Recent immigrants are eligible if they are Canadian Citizens or permanent residents)
- legally entitled to work according to the relevant provincial / territorial legislation and regulations

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Terms of Employment: \$18/hr, 35 hours per week with some evenings required June 2 – August 29, 2025. A detailed timesheet will need to be maintained.

Location: The position will be managed through offices of The Quaich Inc. in Charlottetown, PEI, however the individual will have flexibility to work from a home office.

Application Deadline: Please submit a cover letter and resume to info@asi-ia.ca by **Thursday, May 15, 2025**.

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Context:

The Atlantic Summer Institute on Healthy and Safe Communities (ASI) is a not-for-profit organization with a mission to serve as a catalyst for social change, ultimately resulting in more inclusive and sustainable Atlantic Canadian communities. Annually, ASI hosts events which bring together innovators and organizations which strive for social change through public policy and community action. This includes people working in social development, justice, education, health promotion, community safety, and disease and injury prevention, who share knowledge, learn, and develop skills for creating and maintaining healthy and safe communities. ASI has been hosting summer programs since 2004 in Charlottetown, PEI and is supportive of both official languages. A Youth Leadership Program is an integral component of each ASI program, as is a children’s program, as we work to hear the voices of youth and enhance their capacity as leaders. ASI was incorporated on PEI in 2008 and is guided by a Board of Directors. Patsy Beattie-Huggan serves as the Coordinator of ASI.

Learning Outcomes – Communications and Fund Development Assistant

At the completion of the summer job, the Communications and Fund Development Assistant will:

- Be fully adept at event planning, communications and fund development for a non-profit organization.
- Have learned to use relevant communication and fund development tools, administrative tools and software.
- Have developed enhanced communication, marketing, and interpersonal / relationship skills working with people from a variety of disciplines and cultures.