



AMTA JOB POSTING

Title: Marketing & Communications Coordinator (Three-Month Student Contract)

Reports to: Managers, Marketing & Communication

The Alberta Motor Transport Association is a province-wide, not-for-profit, advocacy and safety training association that strives to facilitate the safe and efficient transport of people and goods to make life better for Albertans. For more than 80 years, our work has encompassed a broad range of environmental, social, economic, safety and compliance matters that impact provincial highways. Research and innovation is now at the forefront of our projects, enabling the AMTA to identify new technologies and bring key stakeholders together to advance the commercial transportation industry while reducing human and environmental impacts.

POSITION OBJECTIVE

The Marketing and Communications Coordinator plays an integral role in AMTA's Marketing and Communications team and the Association by aiding the team in executing innovative strategies, tactics, and creative content to help achieve AMTA's vision, mission, and strategic objectives. The Coordinator position is for an action-oriented professional, who thrives on being a part of a supportive, fast-paced team. This is a summer student role.

ROLE RESPONSIBILITIES

Primary Role Responsibilities

Responsibilities include communications planning, implementation, and advice; developing and implementing communication and marketing/promotional plans; writing and editing; providing advice and support for engagement activities; issues management support; media relations; digital advertising; reporting; and project support.

- Website updates and maintenance
- Developing and posting social media content
- Safety bulletin updates
- Supporting in the planning and execution organic and paid media campaigns
- Social media and website analytics reporting

EDUCATION/KNOWLEDGE/SKILLS REQUIRED

Education: Attending post-secondary for Communications, Marketing, Graphic Design Journalism, or Public Relations

Experience:

- Computer proficiency with MS Office, Adobe, Canva, social media platforms, and project management/event-planning platforms
- Basic graphic design skills are considered a strong asset
- Strong applied knowledge of virtual meeting/event technologies (such as Zoom and/or Microsoft Teams)



- Experience with Google Data Studio (Looker Studio), Google Analytics, and Hootsuite are a plus

WORKING CONDITIONS

Professional office

ADDITIONAL COMMENTS

AMTA is committed to fostering a diverse, equitable, and inclusive environment for everyone and the principle of equity in employment. AMTA encourages applications from all qualified individuals; however, Canadian citizens and permanent residents will be given priority. We thank all applicants for their interest; however, only those selected for an interview will be contacted. The successful candidate will be required to complete all applicable background checks (which may include, criminal, identity, educational, and/or credit) and professional reference checks satisfactory to the AMTA.

We offer competitive compensation and a comprehensive benefits package. If you are interested in joining our organization and becoming part of a strong, dynamic team, please forward your resume to careers@amta.ca by May 24, 2025.