



Calgary Immigrant Women's Association is a not for profit Immigrant Serving Agency established in 1982. CIWA's Mission is to be a national leader in transitioning immigrant women to success in Canada. We are seeking an individual who shares our values of Equity, Excellence, Collaboration, Inclusiveness and Empowerment.

Empower Immigrant Women. Enrich Canadian Society.

**Outreach Worker - Early Childhood Educator Training Project
(Pending Funding Approval)
Full-Time, 22.5 hours per week (Limited Term for 15 months)**

SUMMARY OF POSITION

The role of the Outreach worker is to promote the Early Childhood Educator Training Project through community events, presentations, and digital marketing. The position is responsible for actively supporting the project in outreach, client recruitment, and service delivery. Additionally, this position will identify and implement outreach activities that will enhance the project's overall presence in the community. The Outreach worker will be responsible for establishing and maintaining collaborative relationships with community partners.

DUTIES AND RESPONSIBILITIES

- Responsible for implementing and evaluating outreach and promotional strategies both online and in the community
- Identify new opportunities to promote the project and new ways to collaborate with community partners
- Work collaboratively toward expanding the project's presence Alberta wide
- Establish relationships with educational institutions, community, and cultural organizations for the purpose of collaboration, promotion, and client recruitment and support
- Support the project for recruitment and strengthening efforts around outreach and promotion
- Maintain accurate records of all outreach activities, contacts, and resources in CMS, CRM, and outreach log
- Coordinate with CIWA projects for attending outreach events
- Share CIWA social media content with community groups and maintain timely communication via Facebook and Instagram
- Coordinate outreach meetings and work collaboratively with other outreach staff on all outreach endeavors
- Participate in and represent CIWA at community/public events, inter-agency meetings, and functions for the projects (open houses, community meetings, and so forth)
- Regularly distribute project resources throughout the community and update community directories with project information
- Evening/weekend hours may be required
- Attend and participate in CIWA events
- Other duties as assigned by the Manager including requests for additional paid hours on a temporary basis when needed

STANDARDS OF PERFORMANCE

- Ensure that professional approach is aligned with CIWA values.
- Maintain a positive working relationship with all staff and volunteers of CIWA.
- Maintain a positive image and professional work habits and represent CIWA in a professional manner.
- Demonstrate a high level of initiative and enthusiasm.

- Maintain confidentiality at all times.
- Demonstrate a high level of administrative and IT capacity.

QUALIFICATIONS

- Bachelors Degree, Diploma, or Certificate in a related field or equivalent experience
- Proficient in Microsoft Office applications and Canva
- Strong knowledge and experience in digital marketing, outreach processes, and best practices
- Familiarity with Facebook and Instagram engagement and analytics
- Effective interpersonal communication skills and strong writing skills
- Experience and comfort with public speaking
- Experience with database and record management
- Well-organized, self-motivated and efficient
- Cultural sensitivity
- Adaptive, works well with a wide variety of people
- Flexible, able to accommodate new and challenging situations

Pre-employment requirement: Successful candidate must clear Police Check including Vulnerable Sector Check.

If you are looking for a rewarding career in an environment that is collaborative, innovative and supportive, please forward your cover letter and resume to:

Human Resources

Calgary Immigrant Women's Association
Suite 200, 138 - 4th Avenue SE
Calgary Alberta T2G 4Z6
Fax: 403.264.3914
Email: careers@ciwa-online.com

The Calgary Immigrant Women's Association is an equal opportunity employer and actively seeks candidates from diverse backgrounds. We thank all interested candidates in advance but only those selected for an interview will be contacted.