

## Employment Opportunity

### Strategic Communications Associate

#### The opportunity

Are you interested in building your communications career with a professional regulator? Are you a creative individual with a passion for developing engaging high quality digital and print communications? Do you have experience in website management and social media engagement? Do you want to help protect consumers in Alberta's real estate industry? If so, this may be the career opportunity for you!

The Real Estate Council of Alberta (RECA) has an exciting new opportunity for a results-driven Strategic Communications Associate to join our dynamic team. In this role, you will support senior communications staff and leadership by contributing to internal and external communications strategies, managing digital platforms, generating compelling content, and assisting the team with special projects that advance RECA's mandate and strategic priorities.

This permanent, full-time employment opportunity offers competitive compensation with a comprehensive benefits package, 3 weeks' vacation, a health care and wellness spending account, employer matching RRSP plan, a hybrid work environment of 2 days a week in the office, and professional development opportunities.

#### Role & responsibilities

- **Digital Strategy & Content Development:** maintain and update RECA's website, participate in content creation and multimedia production, monitor and contribute to RECA's social media presence, use data insights to optimize digital content and improve audience reach and engagement and support internal communication by maintaining SharePoint file structure.
- **Writing, Editing & Strategic Messaging:** develop high-quality communications materials, conduct media scans, help in refining messages on key consumer, regulatory, and industry issues, and use Envoke for effective email communication distribution.
- **Consumer Communications & Engagement:** help develop campaigns to increase brand awareness and educate consumers, assist in developing and generating editorial content and distributing key reports, newsletters, alerts, and consumer communications, and contribute to the planning and execution of RECA-hosted events.

- **Strategic Communications & Administration:** provide support to senior leadership, participate in strategy sessions, enhance communication workflows, and recommend best practices for digital and print communications

### Skills & qualifications

- a degree or diploma in communications, journalism, public relations, or related discipline
- 2-5 years of experience in communications or public relations
- strong writing and editing skills; experience in regulatory or technical communications is an asset
- experience with provincial and/or federal legislation is an asset
- proficiency in website management (WordPress or similar CMS), email marketing, social media tools (Hootsuite), and content creation platforms
- basic design and video production skills (Adobe Creative Suite, Canva, or similar)
- strong research and analytical skills
- ability to work in a fast-paced, regulated environment with attention to detail and confidentiality
- proactive, strategic mindset with a desire to grow in an advisory communications role
- strong interpersonal skills; effective in both team settings and individual work

### How to apply

If you think this might be the career opportunity for you, submit your cover letter and resume to Human Resources at [hr@reca.ca](mailto:hr@reca.ca) by **April 21, 2025**. Please include **Strategic Communications Associate** in the subject line of your email. We thank all applicants for their interest. We will contact only those individuals we are considering for interviews.

### About us

The Real Estate Council of Alberta (RECA) is Alberta's regulator for residential real estate, commercial real estate, property management, condominium management, and mortgage brokerage licensees. RECA is committed to the public interest by promoting the integrity of the industry and protecting consumers.

RECA's mandate is to protect consumers, to provide services to facilitate the business of licensees, and to protect against, investigate, detect, and suppress fraud as it relates to the business of licensees. As the governing body, we are guided by our commitment to integrity, professionalism, mutual respect, transparency, collaboration, and communication. Please visit [reca.ca](http://reca.ca) for more information.