



Communications Manager

About the Role

The Alberta College of Optometrists (ACO) is the regulatory and licensing body for the profession of optometry in Alberta. We are mandated by the *Health Professions Act* to provide direction and govern our members in a manner that protects and serves the public interest.

Clear, consistent and transparent communication to our members and the public is crucial to our regulatory role. As such, the ACO is recruiting for a new Communications Manager position.

Reporting directly to the Registrar, the Communications Manager will be responsible for ensuring consistent and clear information is communicated by the regulatory body to the ACO Council, optometrists in Alberta, ACO stakeholders and the public. This will include developing, supporting, and delivering communications strategies, content, products, and activities.

The successful candidate will be a confident self-starter with a high degree of professionalism and the ability to develop strong relationships. The role requires working closely with the Registrar and ACO staff, as well as a contracted government relations and strategic communications firm.

This position will operate in a flexible work arrangement as a combination of remote and in-office setup.

Note: The ACO is distinct from, but works closely with, the Alberta Association of Optometrists (AAO) which is the professional organization representing more than 900 Doctors of Optometry in Alberta. The AAO is currently recruiting a Communications & Engagement Manager. Applicants for that role will also be considered for the ACO's Communications Manager role.



Key Responsibilities

As this is a new position, responsibilities will evolve based on ACO's strategic priorities and initiatives; however, key responsibilities will include:

1. Writing and Content Development

- Develop content (research, writing, and editing) for a variety of communications channels and mediums, including: the ACO website, key messages, presentations, speaking notes, news releases, letters to government officials and other stakeholders, and social media platforms.
- Manage the development of public reporting and other external documents (e.g., annual report, AGM booklet), including the writing and editing of content, oversight of contracted graphic design, and ensuring message and brand alignment.
- Support preparation of meeting agendas.

2. Digital Communications

- Use your strong understanding of current social media platforms and their effectiveness to develop content and a consistent and informative web and social media presence for the ACO using existing accounts/platforms.
- Monitor relevant social media platforms.

3. Research and Briefing Materials

- Assist in conducting research on optometry policy and issues in other jurisdictions.
- Work with the Registrar to draft policy briefs/backgrounders as needed.
- Assist with or advise the Registrar on the development or review of surveys, reports, or other registrant material to maximize data collection potential.



4. Media Relations

- Assist the Registrar with managing media relations, including the drafting and issuing of news releases, developing key messages, and responding to media inquiries and interview requests.

Qualifications

- A degree or diploma in public relations, communications, journalism or a related discipline.
- Minimum four years of related and progressive experience.
- Equivalent combinations of related education and experience may be considered.
- Experience with web and social media platforms and best practices.
- Computer proficiency, with working knowledge of Microsoft Office (Word, Excel, Outlook and PowerPoint).
- Excellent writing and editing skills.
- Superior organization and project management skills.
- Ability to build effective working relationships with colleagues, external consultants and stakeholders.
- Ability to manage timelines and budgets for communications strategies and deliverables.
- Ability and desire to proactively communicate progress and/or expected delays on projects/deliverables.
- Knowledge of or experience in regulatory-focused communications is an asset but not required.

Location

This position is based in Edmonton, Alberta.

Salary & Benefits

- \$85,000 - 95,000/year
- Hybrid work model supporting flexibility and work-life balance
- Comprehensive group benefits (100% employer-paid, with the exception of LTD)



How to Apply

Please submit your resume with a cover letter by Monday, May 18, 2026 to:

Dr. Kim Bugera

Registrar

hr@collegeofoptometrists.ab.ca