

Communications Specialist

Location: Edmonton, Alberta (Hybrid)

Reports to: Registrar



Communications Specialist

Alberta College of Optometrists

Help Shape the Voice of a Trusted Regulator

Are you a skilled communicator who can turn complex information into clear, engaging, and meaningful messages? Do you enjoy developing strategic communications, writing for diverse audiences, and supporting initiatives that make a positive impact?

We are seeking a collaborative and proactive **Communications Specialist** to lead the development and delivery of communications that support our regulatory mandate, engage registrants and stakeholders, and continue to strengthen public confidence in the profession.

This is an exciting opportunity to join a small, dedicated team where your work will directly influence how the organization communicates with Council, registrants, government, partners, and the public.

About Us

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 (HPA) to provide direction and govern our members in a manner that protects and serves the public interest.

About the Role

As the Communications Specialist, you will be responsible for planning and delivering strategic communications across multiple platforms while ensuring messaging is accurate, consistent, and aligned with the organization's mandate and priorities.

You will develop high-quality written content, manage digital communications, support policy and regulatory initiatives, coordinate stakeholder engagement activities, and provide communications advice to the Registrar and management team. You will also assist with media relations, public reporting, and organizational communications that promote transparency, professionalism, and public trust.

Key Responsibilities

- Develop and implement strategic communications plans and initiatives
- Research, write, edit, and coordinate communications for a variety of audiences and platforms
- Manage and maintain the organization's website and digital communications channels



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- Coordinate the development of corporate publications, including the Annual Report, AGM materials, and consultation documents
- Support stakeholder engagement and consultation initiatives
- Research emerging issues, best practices, and policy developments to support evidence-informed communications
- Assist with the development, communication, and implementation of organizational policies, standards, and regulatory initiatives
- Prepare policy briefs, background materials, and communication resources to support Council and organizational decision-making
- Support media relations by preparing news releases, key messages, media responses, and interview briefing materials
- Monitor communication performance, emerging issues, and opportunities for continuous improvement

Qualifications

- Post-secondary education in Communications, Public Relations, Journalism, Public Affairs, Marketing, or a related discipline (or an equivalent combination of education and experience)
- A minimum of four (4) years of progressive communications experience
- Experience developing strategic communications plans and managing multiple communication channels
- Experience managing websites, digital communications, and social media platforms
- Advanced proficiency with Microsoft Office Suite and collaboration platforms

Why Join Us?

This is an opportunity to make a meaningful contribution to an organization that protects the public interest while supporting a regulated profession. You'll work on diverse and engaging projects, collaborate with experienced professionals, and help shape the voice and reputation of a respected regulatory organization.

Compensation & Work Environment

- Hybrid work environment (combination of in-office and remote work)
- Ability to attend meetings outside regular business hours, including occasional travel
- Competitive salary commensurate with education and experience
- Comprehensive benefits package (100% employer-paid, with the exception of LTD)

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How to Apply

Ready to apply? Please submit your resume and cover letter by email to:

hr@collegeofoptometrists.ab.ca

Please outline how your experience aligns with this opportunity and include your salary expectations. We thank all applicants for their interest; however, only those selected for an interview will be contacted.