

Communications Specialist

Full-Time, 12-Month Term Position

Hiring Manager: Manager, Marketing & Communications

Salary Grade 7: Step 1 \$32.64

Closing Date: November 5, 2026

To apply, please submit your resume and cover letter to careers@glenbow.org.

Glenbow is an equal opportunity employer and values different perspectives, backgrounds, identities, and lived experiences. We are committed to building a diverse team and encourage candidates from underrepresented groups to apply. Should you have special accommodation needs, please let us know.

About Glenbow

Glenbow is an arts and culture museum undergoing a complete reimagining of what a museum can be. Every member of our team, regardless of job title, is focused on serving our community and reimagining the museum experience.

Our team is passionate about making art accessible to everyone. We are dedicated community builders, working to shape the future of arts and culture in Calgary and beyond. Working at Glenbow also means being part of an organization that recognizes its role in reconciliation and is working toward building an equitable community.

The Opportunity

Reporting to the Manager, Marketing & Communications, the **Communications Specialist** works closely with the manager and broader teams to develop and implement comprehensive media relations plans and coordinate and execute internal and external communications. This includes staff communications, media relations, public relations activities, and message development.

This role plays a vital role in Glenbow's reopening, supporting proactive media relations planning, storytelling, and helping share the museum's transformation with a wider audience.

Key Responsibilities

Media Relations:

- The Communications Specialist is responsible for supporting media and public relations through strategic outreach, proactive engagement, and meaningful story development. The Communications Specialist works across departments to identify and develop stories and media opportunities that help engage diverse audiences.
 - Plans and executes targeted and ongoing proactive media and public relations activities, including researching, writing, pitching, and coordinating media relations initiatives to elevate Glenbow's profile.
 - Builds and maintains relationships with key media contacts in Calgary, regionally, and nationally to support ongoing media interest in Glenbow, elevate the museum's profile, and drive attendance and excitement for Glenbow's reopening.
 - Writes and distributes media materials, including press releases, fact sheets, media assets with captions and credit information, presentations, and speaking notes.
 - Acts as a point of contact for media inquiries, and coordinates and triages media requests for interviews, tours, photo opportunities, and other media inquiries.
 - Works collaboratively with stakeholders to develop a variety of engaging communications materials, stories, and media opportunities to promote exhibitions, programs, events, and other museum offerings ahead of and following reopening.
 - Identifies timely, high-impact moments for media engagement, elevating priority areas and strengthening Glenbow's impact.
 - Develops media briefs and messages for teams and supports media training for spokespeople.

Storytelling & Communications Support:

- The Communications Specialist is responsible for strategically sharing engaging, relevant, and accessible stories that are designed to resonate with diverse audiences. This role works with other members of the Marketing & Communications team as well as the broader organization to develop and produce content, stories, and messaging that fulfills Glenbow's audience engagement strategies.
 - Develops key messaging to support staff and key stakeholders in effectively speaking and communicating consistently about Glenbow's brand, offerings, and experiences, especially in the lead up to reopening.
 - Identifies, develops, and packages compelling stories developed for media relations use to support storytelling across other channels and audiences.
 - Supports development of risk mitigation and crisis management communications plans.

- Works collaboratively to develop external promotional materials and communications, including the annual Report to Community, print materials and collateral, donor proposals, website content, blogs, email content, and other marketing and communications materials.
- Assists with development and execution of internal communications plans to ensure Glenbow staff and management are informed about exhibitions, programs, issues, and other organizational updates – and have the appropriate messaging and support to meet their communications needs.

Reporting & Analysis:

- The Communications Specialist tracks and collects data on media and communications initiatives to understand engagement, impact, and success of these initiatives. Using this data to make recommendations and identify opportunities, the Communications Specialist looks at trends and analysis of both Glenbow and other organizations' media and communications performance.
 - Assesses communications and media performance to recommend and implement improvements to strengthen impact, using tools like Cision One and other analytics tools.
 - Researches and analyzes media performance and outcomes from other museums / other organizations to help inform Glenbow's approach, possible outcomes, and risk mitigation.
 - Prepares relevant media and communications reports for Glenbow stakeholders.
 - Maintains Cision One, including media lists, tags, auto-generated reports, and updates in the platform.
 - Perform other duties, responsibilities and tasks as required or assigned.

Qualifications

- Degree in Communications, Marketing, Journalism, or a related discipline.
- Minimum 4 years experience in media relations, public relations, and communications.
- An equivalent combination of education and experience may be considered.
- Experience using media monitoring and newswire distribution tools, such as Cision One or PR Newswire.
- Knowledge of arts and culture organizations and environment, or experience in an arts and culture organization an asset.
- Knowledge of WordPress and Mailchimp an asset.
- Knowledge of digital accessibility standards an asset.

Key Competencies

- Demonstrated ability to develop and deliver proactive and successful media relations initiatives and deliver effective storytelling.
- Advanced writing and editing skills, including practical experience and proficiency in writing messaging, media releases, and reports.
- Strong relationship management skills.
- High level of creativity, ability to triage multiple requests simultaneously, and prioritize.

Working Conditions

- Work is primarily performed in an office environment with frequent computer use and on-location media relations activities or content creation.
- Requires prolonged periods of writing, editing, reviewing content, and analyzing data.
- Frequently shifts attention between multiple projects and competing priorities.
- Regular interaction with the public through Glenbow's media relations and media commentary, including responding to inquiries and monitoring commentary. Exposure to critical or inappropriate commentary may occur.
- Occasional evening or weekend work may be required to support events, campaigns, or live media coverage.