



*Calgary Immigrant Women's Association is a not for profit Immigrant Serving Agency established in 1982. CIWA's Mission is to engage and integrate all immigrant women and their families in the community. We are seeking an individual who shares our values of Integrity, Equity, Inclusiveness, Innovation and Leadership.*

*Empower Immigrant Women. Enrich Canadian Society.*

---

**Outreach Worker**  
**Full Time - 37.5 hrs per week**  
**Competitive salary and benefits package**

The role of Outreach Worker is to promote CIWA programs and services through community events and presentations. Additionally, this incumbent will identify and implement outreach activities that will enhance CIWA'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 strategies for outreach and promotion of CIWA programs and services and for identifying outreach opportunities both online and in the community
- Work collaboratively toward expanding CIWA's presence and visibility to a national scale
- Establish relationships with educational institutions, community and cultural organizations for the purpose of collaboration, promotion and client recruitment and support
- Work with programs requiring recruitment support in strengthening efforts around outreach and promotion
- Maintain accurate records of all CIWA outreach activities, contacts and resources in outreach log
- Coordinate with CIWA programs for attending outreach events
- Connect 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 PR related functions for the programs (open houses, community meetings and so forth)
- Regularly distribute program resources throughout the community and update community directories with program 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 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 - 4<sup>th</sup> Avenue SE  
Calgary, AB T2G 4Z6  
Email [careers@ciwa-online.com](mailto: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.*