

YEG Ambassador (Data and Engagement Coordinator)

REACH Edmonton

What's the opportunity?

REACH Edmonton is looking to fill one YEG Ambassador (Data and Engagement Coordinator) position.

To apply, please email your resume and cover letter outlining your qualifications and intention to the attention of: peopleandculture@reachedmonton.ca

Please note that this is a contract position with the possibility of extension. Contract runs from January 2026 – December 31, 2026.

Commitment to Equity

REACH Edmonton is committed to equity, diversity, inclusion and belonging; and strives to be an organization that reflects the rich diversity of our community. At REACH Edmonton, diversity means understanding, recognizing, and valuing the differences that make each person unique. We are committed to removing barriers faced by underrepresented groups.

REACH Edmonton and the YEG Ambassador Program acknowledges the work it does in Treaty 6 Territory. Together we acknowledge all the many First Nations, Metis, and Inuit whose footsteps have marked these lands for centuries.

Statement of Preference

All interested parties are encouraged to apply.

We believe our work is stronger when it benefits from the experience, knowledge and wisdom of people who have faced systemic barriers. People with disabilities, women, Indigenous peoples, members of racialized groups and members of other historically marginalized communities are encouraged to apply.

We also consider qualified applicants with criminal histories, consistent with applicable federal, provincial, and local laws.

If you would like to be considered for employment equity, please indicate this on your cover letter by including the statement “I would like to be considered for employment equity.” No further elaboration is necessary, but you are free to add more information if you would like.

A Bit About Us

REACH is Edmonton's council for safe communities. We are an organization that strives for collaborative and collective community impact. The YEG Ambassador (Data and Engagement Coordinator) is a member of the YEG Ambassador initiative, which is a partnership between Alberta Avenue Business Association, City of Edmonton, Edmonton Chinatown Business Improvement Area, North Edge Business Association, REACH Edmonton Council, and Stony Plain Road Business Association. The YEG Ambassadors support the efforts of the four partner Business Improvement Areas (BIAs) to:

- Promote economic vitality
- Support thriving communities
- Create safe and inclusive spaces

A Bit About You

The YEG Ambassador (Data and Engagement Coordinator) is someone with a passion for working with the business improvement areas (BIAs) in central and west Edmonton to become better places to work, visit, and gather. They have an appreciation for small businesses and are empathetic to the complex challenges small businesses face. While they will be expected to participate in the normal YEG AMB program activities, we are seeking a team lead who will support our research and evaluation process by collecting cleaning, analyzing data and be able to create visualization materials that inform our BIA initiative.

Overview

Reporting to the YEG Ambassador Project Manager, YEG Ambassadors support Business Improvement Areas (BIAs) in fostering safe, vibrant, engaged and inclusive communities. They help support community economic development by strengthening local businesses and connecting with diverse populations, including newcomers, marginalized individuals, including the unhoused -- building trust and support in the community.

Embedded in diverse communities, BIAs with the support of the YEG Ambassadors, engage with all members of the community reflecting the cultural identity of these communities in language, culture, ability and experiences.

Major Duties and Responsibilities

- Act as designated project leads for specific, intermittent BIA projects including, on-site activities under the direction and supervision of the project manager.
- Collaborate with the Project Manager, team members, and partners to define project scope, objectives, and deliverables, milestones, risks, issues, resource allocation and contingency plans.
- Ability to prioritize and work in a high-pressure, multitasking environment and as part of a dynamic, collaborative team.
- Conduct research in partnership with BIAs for project development.
- Create reports that may include writing, graphs, videos, PDFs, etc.
- Develop surveys and collect data on BIA activities and local businesses as requested by the BIA.
- Recruit and coordinate volunteers during events.
- Explore land use and economic development projects were requested by partners.
- Conduct on-site environmental scanning and analysis of BIAs to inform of trends and needs in the area.
- Log and report safety, cleanliness, or infrastructure concerns to appropriate external partners.
- Represent partner BIAs as requested to inform businesses on BIA programs.
- Maintain accurate and up-to-date project documentation, including progress reports and meeting minutes.
- Maintain YEG Ambassadors social media and websites for public and BIA information.
- Keep up to date with YEG Ambassador's approved professional development plan.
- Maintain safety protocols, including, while working in the office, working at home and conducting street visits.
- Extensive walking in a variety of weather conditions is a primary condition of the work.
- Flexible working hours including occasional evenings and weekends is required.

Knowledge, Skills, and Abilities (KSA's)

Impact Of Actions

Actions and results have a direct impact on the mandate of YEG Ambassadors program and support the strategic direction through the REACH business plan. The role is responsible for being friendly, proactive and helpful in working towards the project's mission and vision. There is a need to function in a rapidly changing and dynamic environment.

Working Relationships

The requirement of the YEG Ambassador is to work in a team setting to realise the interests of the BIAs, the business and the community and to promote community safety and engagement through economic development activities.

The YEG Ambassador role fosters positive relationships with partner BIAs, and business members. They can navigate sensitive and political situations while acting apolitically, showing empathy and contributing to constructive solutions.

Suggested Education, Skills and Assets

- Bachelor's degree or Diploma in Arts, Social Work, Business, Economics, Community Development, Public/Community Relations, Psychology, Education, Recreation Administration, etc. Other relevant forms of experience will be considered.
- Skills in data gathering, data analysis, and reporting (written, graphs, videos, PDFs, etc.)
- Knowledge of social media and understanding of use of social media by YEG AMB for education, promotion and information for BIAs
- Skills in volunteer development and coordination.
- Ability to navigate complex political environments and remain apolitical.
- Strong communication skills.
- Knowledge of mental health issues and de-escalation techniques is an asset.
- Ability to work with all cultural groups and all ages.
- First Aid and CPR certification is an asset.

Selection Process

Shortlisted applicants will be interviewed by a panel of REACH staff.

Salary range: \$47,125 - \$53,317

Salary will be based on experience and qualifications

A comprehensive benefits package will be provided.

Start Date: January 2026

Please note that this is a contract position with the possibility of extension. Contract runs from January 2026 – December 31, 2026.

To Apply: Please email your resume and cover letter to the attention of peopleandculture@reachedmonton.ca. Applications close 11:59pm, December 3, 2025

We thank you for your interest in REACH Edmonton and appreciate the effort required to apply for this position.
Please note that only shortlisted candidates will be contacted.