
Manager, Corporate Communication & Business Unit Marketing

The Manager of Corporate Communication & Business Unit Marketing will support in the development of communication strategies and marketing plans according to business priorities. The focus will be to drive communication program implementation including effectively managing resources, timelines and deliverables. The successful candidate will strengthen cross-functional partnerships both inside and outside the organization, working with colleagues to reflect the company's brand through enterprise-wide communication and marketing activities that drive reputation and business results.

Job Summary

Duties may include but are not limited to the following:

- Contribute to the development of strategies to achieve the corporation strategic priorities and long term goals for the image of the organization, and its stakeholders.
- Oversee the development, implementation and monitoring of the organizations marketing and communications plans and policies.
- Manage direct reports and vendors in communications and media relations, social media, creative services and digital media by assigning work, monitoring progress/performance and providing input and guidance as required.
- Develop and/or amend policies and procedures pertaining to marketing (inclusive of web usage policies), social media and communications for the organization.
- Plan, execute and evaluate marketing and communications for the Organization.
- Plan, execute and evaluate marketing and communication initiatives in collaboration with various business units and management team annually.
- Maintain an ongoing understanding of each business unit.
- Maintain and foster positive relationships with the organization marketing and communications vendors and suppliers
- Develop and maintain a plan for digital presence, including but not limited to the website, Facebook and Twitter accounts.
- Work with and attend as required organization events to ensure stakeholder obligations are met
- Provides monthly written updates and reports to the Senior leadership team.
- Develop, forecast and report on annual departmental budget.
- Ensure team is aware of the schedule of financial and value-in-kind contributions resulting from contracts with corporate partners; and the service/signage/identification requirements of contractual obligations with stakeholders.
- Other duties as assigned.

Education/Experience

- A Bachelor's degree in Marketing or Business Development, Public Relations or Equivalent. An equivalent combination of education and experience will be considered.
- A minimum of 4 years' progressive experience in marketing, public relations, communications.

Knowledge/Skills

- Able to work independently as well as within multiple cross functional teams
- Ability to consult and strategize as a business partner with other business units on the marketing and/or communication approach
- Ability to prioritize and multitask in a high paced environment
- Must be adaptable and flexible to change
- Strong Negotiating skills- Highly adept at managing client and vendor relationships
- Excellent content writing and storytelling skills (e.g., press releases, editorials, speeches)
- Strong verbal and inter-personal communication skills demonstrating high levels of diplomacy
- Leadership skills – Emotional Intelligence, Relationship building, Problem Solving, Coaching
- Detailed in planning and execution – pre event, on site, and post event
- Proficient with MS Office Suite (Outlook, Word, Excel, Powerpoint)

SAFETY:

As an employee of the Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT), the incumbent is responsible and accountable for knowing and working in accordance with the Health and Safety Directive. As per section 2 of the Occupational Health and Safety Act, the incumbent shall ensure while in the employment of the FMWBEDT the health and safety of employees, contractors and the public.

This position is not employed in a supervisory capacity. As such the employee is not required to obtain additional safety training in accordance with procedures and directives.

WORKING CONDITIONS:

Working in an office environment with frequent interruptions, a high degree of discretion must be used due to the confidentiality of work. Duties may require the use of a personal or company vehicle for business travel purposes.

OTHER REQUIREMENTS:

- A valid Alberta Operator's License is required as incumbent will be required to operate a personal, FMWBEDT leased, or rental vehicle for business use on a regular basis.
- License Required: Class Five (5)

TO APPLY:

Copy and paste the following link into your web browser:

<https://ca.indeed.com/jobs?q=Economic&l=Fort+McMurray%2C+AB&vjk=7fdf6209ea6dd33a>

To view all job postings by FMWBEDT, see Company Indeed Page, copy and paste the following link into your web browser:

<https://ca.indeed.com/cmp/Wood-Buffero-Economic-Development-Corporation-1?from=mobviewjob&tk=1gs04d374hsn3800&fromjk=7fdf6209ea6dd33a&attributionid=mobvjcmp>

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