



## **Manager, Marketing Communications (14 month Contract)**

### **Job Summary**

The Manager, Marketing Communications will work with the corporate affairs team in developing and executing strategic B2B and consumer marketing communication initiatives, including promotion and education, reporting and branding initiatives related to CSSA and the stewardship programs it supports. The Manager, Marketing Communications will also play a key role in marketing communications activities such as event management, corporate communications writing, internal communications, reporting, email distribution and digital content creation for CSSA and the stewardship programs.

This role is a 14 month contract to cover a maternity leave starting in January 2021.

### **Duties and Responsibilities**

- Work with the corporate affairs team to implement and organize marketing communication strategies for CSSA and the stewardship programs.
- Work with the National Director, Marketing Communications in managing, planning, directing, controlling and implementing proactive marketing communications to enhance the reputation of the organization and visibility within the sector.
- Develop corporate communications writing materials for variety of audiences, including internal team members, external contacts, regulators, etc.
- Work with the National Director to develop and manage residential promotion and education activities designed to inform and educate residents on various aspects of CSSA-managed stewardship programs.
- Develop internal and external facing reports and work with senior management for ongoing assessment and adjustment of CSSA's overall communications strategy.
- Develop and manage internal and external marketing communications activities, tools and resources for CSSA and the stewardship programs.
- Manage, organize and coordinate events (staff appearances, media visits, webinars, stakeholder meetings, consultations, etc.).
- Work with the corporate affairs team to update and coordinate content development for the national and provincial program websites, with the goal of keeping them current, relevant to specific stakeholders and the general public.
- Work with the marketing communications team on digital communications, including social media, direct email, apps other digital applications.
- Work with the Director, Steward Communications on the design, communications plan, key messages, and distribution of program annual reports.
- Develop, track and report on metrics for impact of marketing communications efforts for program Board of Directors and regulatory reports.
- Assist with the development of brand guidelines as well as key supporting materials and resources (e.g., corporate style guide, press kits, internal vetting process for material being

generated by or for CSSA and program staff), for consistent messaging and branding of by staff and stakeholders.

- Be an integral part of maintaining brand standards and language consistency, ensuring CSSA's and the stewardship programs' standards are upheld.
- Support other industry marketing and business development initiatives as required.
- Support the Director, Public Affairs on corporate communications, media relations and government relations activities as required.

#### **Desirable Skills**

- Effective, clear plain language writing and proofreading skills.
- Familiarity with the development and execution of promotion and education activities, marketing materials and websites.
- Strong project management abilities.

#### **Desirable Attributes**

- Lots of initiative.
- Works well on their own and as part of a team.
- Can work at macro and micro levels.
- Enjoys a balance of planned activities and ad hoc problem solving.

#### **Required Qualifications, Skills and Abilities**

- BA in journalism/public relations/marketing/communications.
- 5 years + of professional marketing and/or communications experience.
- Internal and external marketing communications experience; excellent research skills, writing and proof reading.
- Strong project management and interpersonal skills.
- Proficient with Constant Contact (email distribution software), Sprout Social (social media software), Google Analytics and WordPress.
- Understanding of graphic design and production processes; creativity and thoroughness with high standards of quality.
- Extensive knowledge and experience in the application of theories, principles and practices of communication as they relate to stakeholder communications.
- Knowledge of the latest advances in effective use of digital and social media for effective corporate communication, including (ideally) online communities, search engine optimization and other digital marketing tools.
- Experience in tracking, analyzing and reporting on data and metrics related to marketing communication initiatives.
- Experience writing copy for online and hardcopy communication media.
- Ability to meet deadlines.
- Excellent verbal and written communication skills.
- Strong organizational skills, ability to prioritize and multitask.
- Familiarity with MS Office (e.g., Excel, Word, PowerPoint) and Outlook.
- Familiarity with the recycling/waste management industry and regulatory context an asset.

**About Canadian Stewardship Services Alliance**

Canadian Stewardship Services Alliance Inc. (CSSA) is a national, non-profit steward founded organization. CSSA represents the recycling interests of Canadian businesses, while working on their behalf to create convenient and environmentally sustainable ways for consumers to dispose of packaging and printed paper. For businesses that participate in recycling programs across Canada, CSSA makes it easy for them to meet their stewardship obligations by providing a harmonized approach to stewardship. The provincial programs that CSSA supports are either fully or partially funded by industry, and include packaging and printed paper recycling programs in British Columbia, Saskatchewan, Manitoba and Ontario. Due to COVID-19, the CSSA team is currently working remotely. This position will work remotely until regular office attendance resumes.

**For more information visit: [www.cssalliance.ca](http://www.cssalliance.ca)**

**HOW TO APPLY**

Please send your cover letter and resume to [humanresources@cssalliance.ca](mailto:humanresources@cssalliance.ca) on or before December 18, 2020. Please indicate in the subject line which role you are applying for. Canadian Stewardship Services Alliance is an Equal Opportunity Employer. We value diversity in our workforce and invite all qualified candidates to apply! We thank all applicants for their interest. Only those under consideration will be contacted.