

CBCRA MARKETING & COMMUNICATIONS MANAGER

JOB DESCRIPTION

APRIL 2021

REPORTING

- The Canadian Beverage Container Recycling Association (CBCRA) implemented and operates the Recycle Everywhere program. The Marketing Communications Manager reports to the CBCRA Executive Director or designate.

ROLES & RESPONSIBILITIES

Management

- Manage the day to day responsibilities of the communications department, the Communications Content Coordinator, and Marketing & Events Coordinator.
- As a member of the CBCRA senior management team, work with the board of directors and external service providers to develop and execute the strategic communications plan to raise the profile of CBCRA and the Recycle Everywhere program to support the goals and objectives to recover 75% of beverage containers supplied into the Manitoba market.
- Develop and manage the implementation of communications campaigns, strategies and monitor their success.
- Manage relationships with numerous external service providers.
- Support the Operations team with communications support and resources.

Communications/Media Relations

- Support the development and delivery of internal and external communications materials in a timely manner (e.g., presentations, reports, and other materials as required).
- Manage media relations and act as a spokesperson on behalf of the company when required.
- Manage media events, press conferences, earned media events and paid media events
- Drafting, proofreading and editing internal and external communications materials.
- Ensure interactive internal communications to keep operations staff informed of communication developments.
- Oversee the creation of marketing and communications collateral to ensure that it is consistent with the organization's brand, including website copy, e-blasts, newsletters, social media and more
- Evaluate, secure and manage sponsorship opportunities that fit within the overall goals for CBCRA.
- Support corporate event activities such as stakeholder consultations, client information sessions and board/advisory meetings.

Advertising & Marketing

- Support development and distribution of information to key stakeholders and audiences using a variety of vehicles.
- Manage the campaign development with the agency of record, review and approve content, submit to Executive Director for review.
- Coordinate activities with advertising agencies and public relations companies.
- Work with agency to develop and oversee media plan including ensuring target audience is reached through multiple mediums in a cost effective way.
- Support the review and purchase of all promotional items.
- Ensure quality control of all information materials and ensure they adhere to the organization's brand standards.

Budgets/Research/ROI

- Create yearly plan and budget for program's communications and marketing functions.
- Track and manage multi-million dollar budget ensuring sound judgment, accuracy and standardized procedures are adhered to.
- Approve all invoices and estimates within the set out budget and submit for payment.
- Coordinate market research to measure the effectiveness of communications strategies and rework approach when necessary.
- Track all marketing, sponsorship, and event results for review with the Executive Director and CBCRA board of directors
- Other duties as required

MARKETING COMMUNICATIONS MANAGER QUALIFICATIONS

- Degree in Communications, Marketing, or related field
- 5+ years Marketing & Communications experience
- Strong and confident leadership skills, with demonstrated experience managing a team
- Proven success designing and executing marketing and communications strategies and campaigns
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines
- Excellent organizational and project management skills and ability to meet deadlines
- Clear and concise communication with team members and senior management
- Must be able to think analytically and strategically
- Awareness of and proficiency with communications technologies
- Experience in stakeholder/community engagement

- Experience in the recycling/sustainability field considered an asset

If you're interested email your cover letter and resume to communications@cbcra-acrcb.org