



New Glasgow
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Marketing and Engagement Manager

The Town of New Glasgow is a vibrant growing community and the service centre for Northern Nova Scotia. The Town is seeking an energetic professional for the role of Marketing and Engagement Manager who is well rounded in photography, videography, design, social media, and communications. The Marketing and Engagement Manager will be responsible for the marketing portfolio, communication efforts and community engagement strategies of the Town. This includes managing the external and internal communications for all departments, by promoting a positive public image and managing the dissemination of the information on behalf of the Town.

Reporting to the Director of Community Development, the Marketing and Engagement Manager provides overall management of the marketing, communications, and community engagement for the Town. The Marketing and Engagement Manager will be responsible for the Town's website and all social media platforms. Planning and implementing communications and marketing strategies for the Town that promote strategic initiatives, activities, events, and the quality of life offered in the community.

The preferred candidate will hold a post-secondary degree, diploma, or certificate in a related field (Marketing, Communications, Public Relations, Journalism or equivalent). A minimum of two (2) years of demonstrated experience in the field of marketing and communications. Knowledge and experience developing and maintaining digital content and websites, social media management and creating content for digital distribution. The Marketing and Engagement Manager must possess excellent writing and oral communication skills. Experience in municipal government or working with community-based organizations will be considered an asset.

A complete copy of the job description can be obtained at www.newglasgow.ca.

Closing Date and Applications – Qualified persons are invited to submit their resume with a cover letter, in confidence to the undersigned no later than Friday, June 17th, 2022 at 4:00 p.m.

Peter Douthwright, Director of Community Development
Town of New Glasgow
111 Provost Street
P.O. Box 7
New Glasgow, NS B2H 5E1
peter.douthwright@newglasgow.ca

The Town of New Glasgow values diversity and inclusiveness, and encourages applications from all qualified candidates including indigenous, visible minorities, and women. On behalf of the Town of New Glasgow, we thank all those who apply; however, only those selected for an interview will be contacted.



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Town of New Glasgow
Marketing and Engagement Manager
Department of Community Development
Reports to: Director of Community Development
Effective Date: June 2022

Marketing and Engagement Manager

The Marketing and Engagement Manager is responsible for proactively planning, organizing, coordinating, and executing activities associated with the Town of New Glasgow's marketing, events, communication efforts, and community engagement strategies of the Town of New Glasgow. This includes managing the external and internal communications, by promoting a positive public image and managing the dissemination of information on behalf of the Town.

Purpose and Objectives

1. Develop, manage, and monitor content across the town's website and social media platforms.
2. Develop marketing material for New Glasgow that promotes town activities, events, and the quality of life.
3. Create and deploys internal and external communications on behalf of the municipality.
4. Support the Town Departments with the promotion and communication of events, programs, public notices, and citizen engagement initiatives.

Education / Qualifications

A. Education

Completion of a post-secondary education in Marketing, Communication, Public Relations, Journalism or equivalent. Preferred candidates will have a background in digital marketing and content creation.

B. Qualifications

- Minimum of two (2) years of demonstrated experience in the field of marketing and communication.
- Knowledge and experience using social media platform for marketing purposes which includes but not limited to Facebook, Instagram, YouTube, and Twitter.
- Knowledge of and experience in website management including best practices in information architecture, navigation, user interface, usability, digital accessibility standards (AODA and Anti-Spam Legislation).
- Demonstrated experience with Canva, Adobe Photoshop and Premier, and Survey Monkey.

- Demonstrated experience developing media releases, storyboarding, video content, and online posts.
- Experience managing relationships with media outlets, community groups and organizations.
- Possess excellent oral and written communications, time management, and organizational skills. Aptitude for translating technical concepts into plain language and accessible imagery.
- Demonstrated superior interpersonal, networking, and relationship building skills.
- Presentation and/or facilitation experience an asset.
- A valid Driver's License.
- Occupational Health and Safety training including WHMIS, Fire Extinguisher Use, First Aid and CPR (or willing to obtain upon being offered employment).

Hours of Work

This is a full-time position. Typically, hours will be between 8:30 a.m. and 4:30 p.m.; however, the Manager will be expected to attend community events in the evenings and weekends associated with the position responsibilities.

Accountability / Organizational Relationships

The Marketing and Engagement Manager shall report directly to the Director of Community Development on all initiatives, services, personnel, administrative and policy issues. This position interacts on a day-to-day basis with the other town staff regarding marketing initiatives, communication materials, posts, and public notices. The position will engage with other departments to ensure clarity and accuracy when posting information on their behalf for the Town of New Glasgow. Key external contacts are community organizations, media, volunteers, and government agencies. These relationships are characterized by professionalism and competence.

Duties and Responsibilities

The Marketing and Engagement Manager shall:

- Be responsible to develop, coordinate, and manage content across the town's website and social media platforms which includes writing, building and/or editing digital posts/briefs
- Monitor social media across all platforms including Facebook, Instagram, YouTube, and Twitter and engage/interact in a professional manner answering questions and providing feedback.
- Plan and implement marketing strategies for municipal council, departments, and committees
- Develop and distribute marketing material to promote the town, quality of life and economic advantages, which includes but not limited to promotion of events and programs, town's economic and community advantages, amenities, and attractions
- Complete designs for all marketing materials and town projects including but not limited to advertisements for major publications, municipal newsletters, website, and social media posts
- Assist internal and external partners with marketing plans, strategies, and use of appropriate digital tools for delivery of key messages
- Monitor and report metrics on website and digital assets, while identifying key themes or opportunities for the municipality
- Support with community events, programs, initiative, and other administrative duties as assigned

- Work with other department managers to create interdepartmental collaborations
- Partner with cross-functional teams to create integrated marketing plans through execution, delivery on campaign goals and strategies and continuously adapting marketing strategy and tactics
- Identify competency development needs and training needs for council and applicable staff on the use of social media and other platforms for effective communications.
- Support the CAO and Directors by researching best practices on internal and external communications and report writing.

Contacts

The Marketing & Engagement Manager shall maintain the following contacts:

1. Good public relations and communications in dealing with citizens at large, particularly in matters dealing with Town.
2. Connect with local media agencies to promote town events, this includes radio stations and print news media
3. Keep informed of developments in municipal marketing and engagement practices by connecting with other municipalities and provincial representatives. Liaise and cooperate with all municipal units within Pictou County and collaborate on marketing project where possible.
4. Connect with tourism destination initiatives within Pictou County and the Province of Nova Scotia, analyze and report on the effectiveness or benefits of those developments and initiatives as well as recommend on potential applications and opportunities and/or benefit to the overall community economic development services of the Town.
5. Stay connected with partner organizations of the Town of New Glasgow which includes but not limited to the Westside Community Centre, North End Community Centre, Ward One Community Centre, Pictou County Historical Society, Pictou County Regional Enterprise Network (PCREN), Pictou County Chamber of Commerce, Destinations Eastern and Northumberland Shores (DEANS), and other local organizations to promote events and projects.

Certification

I have received and reviewed a copy of this position description:

Employee Signature

Employee Name

Date

Approved by:

Director of Community Development

Date