



Communications & Marketing Manager Maternity Leave

At C-CORE, we are committed to investing in people and creating a dynamic and rewarding employment experience. C-CORE is seeking a **Communications & Marketing Manager** for a maternity leave replacement, to work with its highly skilled team of business professionals, engineers, and scientists. If you are a self-motivated team player and committed to excellence, this may be your opportunity.

C-CORE conducts R&D and provides research-based advisory services, delivering innovative engineering and technology solutions to national and international clients. Over the past 45 years, we have built a world-class team of over 95 dedicated professionals, with a reputation for excellence in Remote Sensing, Ice Engineering, and Geotechnical Engineering.

As the **Communications & Marketing Manager** you will be responsible for developing communications materials and implementing strategies to effectively promote C-CORE.

Responsibilities will include:

- Developing marketing strategies/campaigns to promote C-CORE;
- Creating content and managing social media platforms, including websites, to support the marketing strategies/campaigns;
- Creating and maintaining promotional materials such as brochures, posters and banners;
- Maximizing use of digital media such as video and graphics to tell the C-CORE story;
- Organizing workshops and meetings that promote C-CORE work to clients and stakeholders;
- Coordinating and supporting participation in events such as conferences and trade shows;
- Managing inquiries from other communications personnel including media;
- Developing press releases and host press events in consultation with relevant clients and stakeholders;
- Advising and supporting the C-CORE executive team on corporate strategy, brand development and messaging, stakeholder relationships, reputation and issues management;

- Undertaking other initiatives that support C-CORE communications and marketing activities; and
- Other duties, as required.

Qualifications:

The successful candidate will have an undergraduate degree in Marketing, Business Communication, or Public Relations. The skills required to be successful in this position include:

- Excellent research, writing, editing and presentation skills;
- Proficiency with multimedia and internet-based technologies, including the ability to readily adopt/adapt to new communications technologies and platforms;
- WordPress knowledge is an asset;
- Superior interpersonal communications skills;
- Team player; able to lead and guide other employees in content development and online reputation management;
- Experience with event planning/management; and
- Ability to write for diverse audiences, as well as strong skills in reading and comprehension of complex ideas to readily translate them to lay language.

The ideal candidate will have 5+ years of experience in a similar role.

Location:

St. John's, NL

Salary & Benefits:

C-CORE is committed to investing in people and creating a dynamic, rewarding employment experience. C-CORE offers competitive salaries and benefits, including attractive vacation entitlements and medical & dental plans, and the opportunity for professional development, higher education and personal growth.

Apply to:

Qualified applicants should forward their résumé electronically to: careers@c-core.ca. Please quote **Communications & Marketing Manager** in your application. For further information, please refer to C-CORE website (www.c-core.ca).

Deadline for Submission: January 20, 2023

C-CORE thanks all those who apply; however, only those whose skills most closely match the position will be contacted.