Marketing & Communications Specialist Opportunity

The Organization
This position will work closely with an established team at Canadian Manufacturers & Exporters Manitoba (CME) and the newly created team at Protein Manitoba. Canadian Manufacturers & Exporters is the trade association representing Canada’s manufacturing industry, and for more than 150 years has been the voice and champion of manufacturers and an industry cornerstone in the Canadian economy. Protein Manitoba is a newly created collaborative voice for the advancement of sustainable protein to empower industry growth in Manitoba. This significant initiative is created by and for stakeholders across the protein sector in Manitoba. With a goal of becoming a world leader in sustainable protein, this new initiative operates under the Canadian Manufacturers and Exporters (CME) umbrella and is funded by both levels of government. Protein Manitoba will create economic development opportunities to meet market demands for sustainability.

The Opportunity
Reporting to the Director of Operations of CME and working closely Executive Director of Protein Manitoba, this is an exceptional opportunity to promote sustainable protein for Manitoba and be at the forefront of a new initiative to improve the overall industry. This position will also work collaboratively with the marketing team at CME on a variety of creative projects in support of the manufacturing industry in Manitoba and with a variety of diverse stakeholders. The Marketing and Communications Specialist will develop and implement a marketing and communications strategy in support of the organization’s mandate and enhance brand awareness and advance the organization while exploring new ways to identify and engage with target audiences. The successful candidate will thrive in a creative, team-driven environment that offers flexibility and an opportunity for growth.

Key Responsibilities
- Working with the Executive Director, provide marketing and communications expertise to develop and implement an effective marketing and communications strategy for Protein Manitoba.
- Enhance Protein Manitoba’s overall brand by strengthening communications with key stakeholders, and delivering communications programs, education, and outreach.
- Support the Executive Director in proactive media and public relations activities in support of the organization’s mandate, including press releases, speeches, and presentations.
- Work in collaboration with the CME marketing team to develop communications materials and resources to ensure consistent messaging and meaningful engagement across all platforms and audiences.
- Work closely with project managers/facilitators to ensure alignment of key messaging.
- Build and manage company social media profiles to increase engagement and foster connection.
- Create and distribute marketing materials including newsletters, emails, brochures, and digital content.
- Oversee sponsored events, welcoming guests, coordinating vendors, and directing set-up and take-down.
- Oversee design needs such as presentations, signage, trade show collateral, and promotional material giveaways.
- Develop, track, and report on metrics related to marketing and communications efforts.

Selection Criteria
- Degree or diploma in marketing, communications, or equivalent experience.
- 3+ years of experience in marketing, communications or related discipline is preferred.
- Thorough understanding of marketing strategy and tactics, including digital communications and social media.
- Advanced communication skills with the ability to synthesize data from a broad group of stakeholders and translate into compelling and meaningful messages in a variety of communication mediums.
- Proficient in Adobe Creative Suite and/or similar design tools.
- Experience with copywriting and editing across channels, including print, web, mobile, video, and social media.
- Digital media skills, graphic design, social media management, graphic design, video editing and blog administration.
- Experience organizing and setting up trade show booths and/or experience coordinating corporate events.
- Ability to work in a fast-paced environment with multiple ongoing projects that require quick thinking, a willingness to adapt to changing situations and innovative problem-solving skills.
- Perceptive individual with the ability to connect, communicate and research trends and public opinion.
- Excellent public relations, interpersonal and presentation skills.
- High-level of diplomacy in working with external industry, government and academic senior level staff and administration.
- Ability to adjust to changing demands and priorities, to pivot with multiple ongoing demands.
- Engaging, friendly and personable individual with a proactive approach, positive attitude, and an eagerness to learn.
- Ability to coordinate surveys, research information, analyze data and interpret patterns and trends through findings.
- Must have a valid driver’s licence in Manitoba and access to a vehicle.

To apply send a resume & cover letter to Jen@harrisleadership.com, quoting project #23115.