



Communications and Marketing Manager

Competition Number: 2024-01

Salary Range: \$85,000

Job Type: Permanent Full Time

Closing Date: December 8, 2023

The Greater Moncton Wastewater Commission - TransAqua serves the three area Municipalities of Moncton, Dieppe and Riverview with a major network of collector sewers, Wastewater Pumping Stations, a Wastewater Treatment Facility and a Composting Facility. TransAqua is responsible for the environmental stewardship associated with wastewater treatment, planning and regulatory requirements and is continuously supporting regional planning, economic development and quality of life for the communities of Moncton, Dieppe and Riverview. Its mission is “To collect and treat wastewater in a reliable, cost-efficient and environmentally responsible manner.” TransAqua is an equal opportunity employer and a results-oriented organization that values its employees who are dedicated to protecting public health and safety and the environment. This position, as does all members of the Leadership Team carries with it a primary responsibility to nurture, promote and champion TransAqua’s safety program. The Greater Moncton Wastewater Commission - TransAqua is an equal opportunity Employer that has a new opportunity for a Communications and Marketing Manager to begin full time employment on January 2, 2024.

Job Overview:

Reporting directly to the General Manager and indirectly to the Commission Board, the Communications and Marketing Manager is responsible for developing and maintaining all aspects of GMWC’s communications and marketing program. GMWC owns and operates a world class wastewater treatment facility and has a great story to tell our community and ratepayers.

Key Accountabilities:

- Develop, implement, and maintain the GMWC Communications Plan that supports the Commission’s mandate, including new initiatives introduced by TransAqua.
- Develop frameworks and strategies to inform TransAqua’s ratepayers and build narratives and storytelling in the community.
- Provide communications counsel to the General Manager and the Commission Board.
- Act as the primary media contact for the Commission including spokesperson when appropriate.
- Initiate, promote, and advise on effective internal and external communications and marketing strategies and practices at all levels of the organization.
- Prepare social media messages, radio advertising, news releases, quarterly newsletters, brochures, advertising material, presentations, and any other new initiatives.
- Review and update the Annual Report, GMWC Business Plan and GMWC Infrastructure Report Card and any other new strategic initiatives.
- Manage all RTIPPA requests in consultation with the General Manager.

Requirements:

- A post-secondary degree, preferably in public relations, communications, marketing, journalism or equivalent experience in a related field is required.
- Must have 3 to 5 years of related experience and have demonstrated experience in a communications role.
- Written and spoken competence in English and French is required.
- Must have a valid Class 5 driver's license.

Qualifications:

- Possess strong interpersonal and communications skills.
- Demonstrated ability to liaise with and manage key relationships with the media, government agencies, business partners, and other agencies.
- Ability to tell the organization's story in a compelling way on numerous platforms with engaged and diverse audiences.
- Strong knowledge of communications and marketing strategies and project management skills.
- High proficiency in digital marketing to optimize presence on social media platforms.
- Excellent writing, editing and proofreading skills with a strong attention to detail.
- Proficiency in MS Outlook, Word, Excel, Powerpoint, etc.
- Videography, photography and graphic design ability and experience are assets.
- Knowledge of Adobe Photoshop, Adobe Illustrator and Adobe InDesign is an asset.

Working Conditions:

TransAqua offers the following working conditions and benefits:

- Competitive Wages
- Flexible working hours
- Hybrid office and remote work opportunity
- 100% Employer paid Medical and Dental benefits
- Group RRSP contributions of 8% employee / 8% Commission
- Starting with up to 4 weeks vacation depending on experience and qualifications

Qualified applicants should submit their resume by December 8, 2023 to:

TransAqua - Greater Moncton Wastewater Commission
355 Hillsborough Road
Riverview, NB
E1B 1S5
Email: krice@transaqua.ca