



MARKETING AND COMMUNICATIONS MANAGER

FULL-TIME

Since 1891, Westerner Park has been a place for Central Albertans to gather and celebrate community events. Westerner Park is both an agricultural society and registered not-for-profit with charitable status. Each year, Westerner Park generates more than \$150 million in economic activity, more than 1.5 million visitors come through our gates to celebrate over 1,500 unique events. From weddings and banquets, hockey games and agricultural shows to concerts and trades shows, we continue to be there as Central Albertans join to share in their most memorable moments.

We pair first class facilities with down home service. We treat all our event organizers and guests with the same welcoming, approachable and trustworthy style that has defined our organization for the past 129 years. We enable and service other organizations to gather and celebrate their own purpose and cause.

We are an integral part of central Alberta. We take pride in the experiences we produce and the trade and commerce we facilitate. We support the rural and urban connection in Central Alberta, inspire youth, engage arts, culture and connect our community. Our collaborative spirit facilitates the growth and success of other non-profits and charities. We develop and apply strengths from volunteerism and partnerships for the betterment of our community as a whole.

SUMMARY

The Marketing and Communications Manager is a vital member of the Westerner Park team in providing both long and short term strategic direction for Westerner Park. The Marketing and Communications Manager is responsible for executing the overall marketing and communication efforts of Westerner Park, including brand, research, sponsorship, corporate communications, media relations and publicity, advertising Westerner Days Fair & Exposition, CFR, entertainment and attractions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the Director of Development, the Marketing and Communications Manager is responsible for the following:

Strategy and Budgeting

- Work alongside the leadership team to develop the Strategic Business Plan
- Development of the annual marketing plan based on the Strategic Business Plan
- Develop the annual Marketing and Communications budget based on the Marketing and Communications Plan
- Deliver, monitor, review and report on all marketing and communication activities and results within the approved Plan

Support Internal Customers

- Lead, develop and deliver insightful presentations and strategies to all internal departments and executive committees where appropriate
- Lead and develop marketing and communication strategies to support objectives outlined in the strategic business plan for all internal departments

Westerner Park supports diversity in all our human resources practices.

- Support and oversee all strategies executed in conjunction with all Westerner Park events
- Manage relationships with marketing and communications agencies including advertising agency, printers and suppliers
- Work with Event Sales team to promote venues for potential new events

Support Event Activation

- Responsible for sponsor fulfillment such as signage, website, social media posts for activation
- Work with Director of Development and Sponsorship coordinator to develop innovative sponsorship activation opportunities

Grant Administration

- Project manager for identifying and creating the application for event and capital grants
- Research grant opportunities to ensure the organization is staying updated with existing and potential new grants

Brand

- Oversee the development of the corporate brand and brand standards, including internal and external communication standards, tone of voice, wayfinding and merchandising
- Translate the corporate brand into an organizational-wide strategy and plan
- Design programs to bring brand to life in a meaningful, deliverable way for all employees, Board of Directors, volunteers and public
- Ensure strict adherence to compliance regulations relating to Copyright, *Freedom of Information and Protection of Privacy Act* (FOIP) and Canadian Anti-Spam Legislation

Media Relations and Publicity

- Oversee all media relations and publicity activities including public service announcements, media releases and press kit materials
- Oversee beneficial publicity opportunities such as photo opportunities, interviews, and news coverage
- Respond to media inquiries with the Chief Executive Officer and act as primary spokesperson

Communications

- Oversee the development and implementation of the corporate communications plan
- Direct the development of all communications projects including the corporate website, annual report and electronic newsletter

Advertising

- Oversee the development and management of all corporate advertising, including corporate listing in various print and on-line directories and publications, and advertising in all mediums
- Ensure corporate advertising standards for image are adhered to

Westerner Days Fair & Exposition, CFR, entertainment and events

- Play a leading role in the develop the creative strategy for the event(s)

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- Oversee all marketing, communications and public relations activities including the development of the communication strategy, traditional advertising plan, social media plan, press conference, radio, TV and print interviews; on-site roving reporter, media release and speaking notes with the Assistant Marketing and Communications Manager

SUPERVISORY RESPONSIBILITIES

- Manage and lead the Marketing Team with coaching and feedback to our employees to achieve business goals, action plans and time lines
- Provide ongoing guidance and direction, feedback and support to our employees as they function in their business activities
- Responsible for employee performance management by setting performance standards for all business activities, by providing continuous feedback about employee performance
- Conduct performance appraisals on a regular basis, including assessing how the employee has performed and what they can do to improve in their position
- Identify professional development opportunities jointly with the employee to determine appropriate development opportunities and activities

QUALIFICATION AND REQUIREMENTS

- Minimum 5 - 8 years broad experience across the marketing mix
- A degree or diploma from a post secondary business school
- Excellent management and supervisory experience of both staff and volunteers
- Must be performance driven and thrive in a fast paced environment
- The ability to think strategically and manage tactical executions while fostering innovation
- The ability to initiate and manage multiple projects with high attention to detail in a deadline-oriented work environment
- Proactive and assertive
- Guest and Client focused
- The ability to identify and act on marketing opportunities
- The ability to create, communicate and sell ideas both in person and in writing
- Creative problem solver
- Experience in large scale event production
- Excellent administrative, organizational, communication and interpersonal skills
- Excellent MS Office skills including Word, Excel, Outlook, Adobe Creative Suite, PowerPoint, and Publisher
- A strong team player and maintain a high level of morale
- Experience working in a continuous improvement environment
- Experience working with a Balanced Scorecard approach

WORK ENVIRONMENT

- Given Westerner Park is in the Major Events industry, this individual will need the ability to be adaptable and flexible with their time. Work will include evenings and/or weekend shifts as event volume dictates.

AFFILIATIONS

Westerner Employees Association - Exempt

TO APPLY

Please email your Cover Letter and Resume to Human Resources with your

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name and the name of the position you are applying for in the subject line to HR@westernerpark.ca.

This job description is not intended to be all inclusive and successful incumbents may perform other related duties as requested to meet the ongoing needs of the organization.

Thank you for your interest with Westerner Park. We look forward to reviewing your application.

Important Message: We thank all those who apply. Only those selected for further consideration will be contacted. This position will remain posted until a successful applicant is found.