

Marketing and Communications Advisor

Role & Scope

The Marketing and Communications Advisor is a key member of the Marketing and Communications team. The role supports the advancement of the Institute's primary objective to raise the awareness of CERI and its research across Canada and beyond.

Responsibilities include support for the implementation of the CERI Marketing and communications Plan and accountability for events and initiatives associated with marketing and/or communications activities.

The role works closely with other members of the Marketing and Communications team to disseminate CERI research and marketing materials and deliver key messages to CERI's identified market segments (Government, Industry, Indigenous People & Organizations, Academia, Regulators, Non-Government Organizations and Media) through channels identified in the CERI Marketing and Communications Plan.

The role reports to the Vice President, Marketing and Communications, and is based in Calgary, Alberta, Canada.

Responsibilities

Communications

- Support Vice President, Marketing and Communications with development of communications materials and support with fundraising efforts
- Responsible for production, editing, review and formatting of CERI Study Overview documents
- Design, edit and produce quarterly CERI newsletter
- Maintain CERI Speaking Engagements document in coordination with President & CEO and VP, Marketing to ensure team visibility of external events

Marketing

- Maintain CERI Access database
- Develop marketing content utilizing various software programs including Constant Contact, Canva and other software as required
- Produce and distribute marketing materials (working with 3rd party communications team and printer)
- Maintain relationships with market segment contacts to promote CERI support fundraising efforts
- Responsible for monitoring marketing related email accounts

Social & Traditional Media

- Act as main contact for media
 - Arrange interviews with CERI spokespersons
 - Provide support to CERI Management Team re: correspondence and follow-up with media
- Manage Meltwater and Meltwater Engage platform
 - Develop content for distribution
- Manage LinkedIn CERI profile
 - Develop content for distribution through CERI and CERI employee networks
 - Develop speaker profiles and distribute
 - Grow CERI following according to identified targets
- Manage Twitter account
 - Develop content to promote CERI research and events
 - Utilize Meltwater Engage platform to schedule content which meets objectives outlined in the Marketing and Communications Plan
 - Grow CERI following according to identified targets

Events

- Budget development and coordination of 3rd party contractors (IT, golf course, hotels, etc.)
- Logistics support
- Maintain event plan
- Event sponsor support including sponsor liaison work
- Event speaker and moderator recruitment and coordination, including tracking and reporting
- Eventbrite registration and Entegy app coordination, communications and maintenance
- Delegate/exhibitor coordination (registration and logistics support)

Education, Experience & Skillset

- Communications degree or equivalent work experience (minimum of 5 years in a marketing and/or communications role)
- Senior level experience with development, maintenance and execution of social media strategy
- Strong written and verbal communications skills (English); French considered an asset
- Proven ability to interact with stakeholders at all levels
- Knowledge of Canadian provincial and federal government structure and processes considered an asset
- Technical writing ability considered an asset
- Experience in the energy sector (oil, natural gas and electricity) considered an asset

To Apply:

Please submit your resume to **info@ceri.ca**.

Only those candidates considered for interviews will be contacted. We thank you for your interest.