



## Communications & Marketing Officer Pictou County Partnership

### WHO WE ARE

The Pictou County Partnership is Pictou County's support to businesses. It is the leading economic and business development organization for the region.

**Mission:** The Pictou County Partnership initiates, leads, and contributes to a thriving and sustainable local economy by fostering a culture of economic collaboration, navigating organizations to the resources they need, and engaging in meaningful economic development projects.

**Values:** Collaboration, Accountability, Sustainability, Innovation, Impact, Adaptability, Diversity, Equity and Inclusion

**Vision:** Pictou County is a community of engaged people, businesses, organizations, institutions, and governments who work collaboratively in a thriving and sustainable local economy where everyone has a good quality of life.

### PRIMARY DUTIES AND RESPONSIBILITIES

As the Communications & Marketing Officer, you are a relationship builder and communicator who is exhilarated about your role in shaping and sharing Pictou County's story.

As a part of Pictou County Partnership's team, you will work with external vendors, and the Partnership's team to plan, execute, and support economic and business development initiatives, events, and projects. You will support partnership development, communicating economic success, and bringing awareness of the Partnership's efforts to grow our community to invested parties and the public.

You will also be responsible for developing content and creating a compelling voice on our social and owned channels that promotes the Partnership's value and our role as champions of our community.



Duties and responsibilities of this role will include but are not limited to:

- Develop stories that promote the region including that of residents and businesses success
- Work with external vendors to secure venues, book AV and catering and other logistics as required
- Work with external vendors videographers, photographers, designers etc.
- Support project leads on tool development
- Manage registration and support in person and virtual events
- Write and develop content including event descriptions, copy for invites, website content, newsletters, surveys, social media posts, and newsroom stories
- Support the Partnership's social media channels (YouTube, Facebook & LinkedIn)
- Keep up-to-date on trends in social media and identify positive opportunities for the Partnership to participate
- Evaluate the success of projects by tracking metrics and feedback, performing analysis and communicating key results and learning
- Develop guides, tools, videos, information booklets and etc. in collaboration with other department for use by local businesses
- Other projects as required

## **EDUCATION**

- Post-secondary education or demonstrated experience in a relevant field such as journalism, marketing, communications, public relations, events and/or digital marketing.

## **SKILLS/ATTRIBUTES**

- Strong project management skills and ability to manage multiple projects at once
- Extensive understanding of marketing and communications principles, including savvy social media skills
- Strong communication skills, both written and verbal
- Ability to work well with a team and as an individual contributor
- Strong time management skills, ability to meet deadlines, attention to detail and excellent project planning skills
- Detail focused and strong project, and event management skills
- Sound relationship building skills and demonstrated ability to work cooperatively with peers, other departments, and economic partners
- Proficient with Microsoft office applications, especially Outlook, Word, Excel, PPT.
- Experience with CRM, event software, social media software, InDesign and Photoshop an asset



- Videography, photography and journalism skills an asset
- Understanding of the local business environment, government, industry, culture and regulatory environment considered an asset
- Passionate about communicating the economic success of Pictou County
- Possess a valid Driver's License and access to a reliable vehicle

This is a contract position until July 2024 with the possibility of renewal based on funding.

The Communications & Marketing Officer will work in both an office environment and in the field and will work a standard work week. Flexibility in working hours is required as some work will happen outside the standard workweek. The office is in Pictou County. Travel throughout the region will be required. The successful candidate can start right away.

*We thank all applicants for their interest; however, only candidates selected for an interview will be contacted.*

**Application deadline: April 13, 2023**

**Applications can be sent to [office@pictoucountypartnership.com](mailto:office@pictoucountypartnership.com)  
with the subject line: **Communications & Marketing Officer****