



JOB DESCRIPTION

Job Title:	Manager, Brand Communications
Business Unit:	Western Region
Department:	Marketing
Work Location:	Calgary, AB
Full-time/Part-time:	FTE
Effective Date:	

Primary Focus:

Reporting to the Vice President, Marketing Western Region, this role is part of the regional marketing management team. The primary purpose is to ensure effective development and delivery of all advertising, direct marketing, sales support materials. To have the creative input on all customer (operational) communications. To champion the brand values through all customer communications. To manage all the creative and marketing communications agency relationships.

Accountabilities:

- Manage and delivery of all Brand Communications for the Western Region in a timely, efficient and effective manner
- Ensure product and customer strategies are supported through effective use of targeted and awareness communications
- Manage and review Marketing Agency Relationships
- Creative development of all marketing, sales and customer communications and materials
- Production of all advertising, sale support and direct marketing communications
- Supporting events and initiatives requiring brand and communication support
- Brand champion and key interface with national brand strategy team in Toronto
- Determine media and creative approach for the region
- Ensure legal, regulatory and management sign-off of all marketing communications

Skills & Qualifications:

- 4 – 6 years marketing experience with knowledge and experience of communication and branding initiatives.
- Experience in the energy industry is an asset, however experience with high volume markets is required.
- Must have the ability to influence and provide input into the development of the Regional Marketing plans and strategies.
- Undergraduate degree in Business, Marketing, Communications, Public Relations etc. An MBA is an asset.
- Good analytical, investigative and problem solving capabilities
- Strong computer skills
- Excellent presentation skills
- Excellent interpersonal, influencing, and negotiating skills required
- Very good working knowledge of business process analysis and business case development
- The ability to influence others and work as part of a team with global awareness is vital. The understanding of the impact and implications of the product area on other marketing areas and the other parts of the organization
- A customer centric philosophy will be a value held by the successful candidate.