



ECONOMIC DEVELOPMENT REGINA INC.

MANAGER, COMMUNICATIONS

THE EMPLOYER

ECONOMIC DEVELOPMENT REGINA INC. (EDR) is the lead agency for economic development and growth for the Greater Regina Area. We are passionate about creating an even more vibrant and inclusive community – with audacious entrepreneurs, large-scale businesses, fearless changemakers and everything in between. We attract major investment and top-level talent to our community and build cutting edge opportunities and partnerships that advance our city and enhance the lives of citizens.

Predicted to lead the nation in economic growth, Regina is taking its place as the heartbeat of the new Prairie economy. If you want to help build that bright future, we want you on our team. EDR offers the opportunity to make a positive impact on our community and be an integral part of Regina's homegrown success.

Learn more about Regina's [competitive positioning](#).

Learn more about Regina's [Agriculture and Innovation Strategy](#).

THE POSITION

Reporting to the Director, Brand and Communications, the Communications Manager will be accountable to lead and execute internal and external communications functions of the organization. At a high level, this is a communications generalist position, where a broad range of skills and knowledge across multiple communication disciplines is an asset.

Here's what you'll do:

The position will include the following key accountabilities:

- Develop and implement communications strategies.
- Plan and maintain EDR's editorial calendar.
- Lead EDR's social media strategy, including maintaining and developing (where necessary) policies, and social media planning.
- Support key shareholder communication items, including EDR's Business Plan, Annual Report, OKR Scorecard, and progress updates as needed.
- Lead communications support for EDR programs and partnerships
- Lead the intelligence gathering function for Brand and Communications, including news media and social media monitoring.
- Execute Stakeholder Relations tactics, including communication support for events, the economic report card, economic brief, RELO, and other items as identified.
- Provide marketing support for Regina's new Place Brand
- Create blogs/articles for EDR and Audacity brands.
- Work collaboratively with other departments to align communications activities to the organization's broader vision and goals.
- Develop strong interpersonal relationships within the organization and with external stakeholders that support project and organizational success.

Success in this role will be determined by the individual's ability to:

- Adhere to EDR's Team Charter and demonstrate cross organizational collaboration and leadership in all activities.
- Support the achievement of EDR's annual business plan.
- Work effectively, collaboratively and in partnership with multiple internal and external stakeholders to coordinate and inform content strategy.

This is what we're looking for:

This is a diverse role requiring a passion for communications and brand management. The successful candidate will have the following:

- A track record in building respectful relationships with internal and external stakeholders, with unquestioned personal and professional integrity.
- A focus on adding and creating value; capable of communicating effectively with various stakeholders.
- The ability to identify, lead and manage projects independently and proactively, while also contributing and supporting the projects and initiatives of colleagues in a team environment
- An enthusiastic and collaborative thinker with a positive attitude and the ability to lead by example. Contributes to EDR's culture that encourages individual growth, integrity and fun.
- The ability to lead and organize the activities of multiple interdependencies and stakeholders.
- The ability to work effectively across multiple communication avenues, including print, online, social media and video.
- An ability to move fluidly between diverse and challenging projects in a fast-paced environment, with the ability to pitch in where needed.

This is the experience you bring:

- A degree or diploma in Journalism, Public Relations, English, Marketing, and/or significant relevant experience
- Demonstrated experience as a strategic and tactical leader with a reputation for delivering results, having exceptional written and communication skills, and the ability to identify and intersect trends in a complex multi-stakeholder environment.
- Digital marketing and social media experience is required.
- Previous experience in a marketing/communications/public relations/ journalism/content development role is strongly preferred.
- Assets include:
 - Experience in strategic marketing initiatives
 - Experience developing/maintaining websites
 - Experience with Adobe Creative Suite
 - Experience with data-driven SEO analysis and optimization
 - Experience with media monitoring tools and metrics
 - Experience with social media monitoring tools
 - Photography, videography skills
 - PowerPoint/presentation skills

Key First Year Deliverables:

- Build confidence and trust of CEO/senior leaders, and partners/stakeholders
- Work alongside the Director of Brand & Communications to develop and implement communication and marketing support for EDR's Investment Attraction efforts.
- Lead the evolution of EDR's story through the development of the Business Plan, Annual Report and other key initiatives.
- Maintain and evolve an electronic communications calendar that captures communication tactics from across the organization and ensures an orderly, coordinated rollout.

WHAT WE PROVIDE

EDR offers competitive pay and benefits, a flexible work environment and a positive, collaborative culture.

Looking for perks? We've got those!

- Flex-friendly work environment
- Innovative, collaborative, community-driven workspace at Path Cowork that includes member discounts at local businesses
- Free coffee and local beer on tap
- Comprehensive benefits package with a health spending account and physical activity program
- Two personal days per year, in addition to vacation time
- Employer paid group RRSP
- Contribution to cell phone bill
- Downtown parking subsidy
- Annual training and education fund
- EDR Culture Club, that plans team building and employee engagement activities. We work hard, but we play hard too!

We are Regina – the place where you can grow your world. Ready to grow your career? Apply now!

Send your resume and cover letter by **May 23, 2023** to ahouk@economicdevelopmentregina.com

EDR is a not-for-profit independent corporation, governed by a volunteer board of directors with the City of Regina as its sole shareholder. For more information on Economic Development Regina Inc. please visit: <https://economicdevelopmentregina.com/about/>

<https://economicdevelopmentregina.com/about/careers/>