

Director, Marketing & Communications

About the Organization

Multi-Material Stewardship Manitoba Inc. (MMSM) is the not-for-profit, industry-funded organization that funds and provides support for the province's residential recycling programs for packaging and printed paper. MMSM works on behalf of the manufacturers, retailers and other organizations that supply packaging and printed paper to Manitobans. These businesses pay fees on the materials to MMSM, which are then used to reimburse municipalities for up to 80% of the net cost of the residential recycling system. Our goal is to promote the reduction, reuse and recycling of the materials managed in our program.

The Opportunity

MMSM is seeking a Director of Marketing and Communications to play a key role in the implementation of the organization's strategic objectives. The incumbent will oversee marketing and communications activities in support of the programs of the MMSM and its work in consumer awareness and education. Reporting to the Executive Director, the Director will be a key member of the senior management team, with responsibility for the brand, communications, campaigns, events, and announcements. Leading a small team of marketing professionals, the Director will oversee all communications activities including brand strategy, website content, digital communications, programs, educational programs and outreach and marketing research and analysis.

- Develop and implement a marketing and communications strategy in support of the organization's mandate and priorities;
- Lead the brand renewal process, including consultation, RFP, agency selection and ongoing management;
- Direct advertising campaign development, including creative briefs, campaigns, media placement and measurement;
- Oversee the marketing and communications team to develop key materials and resources to ensure consistent messaging and meaningful engagement across all platforms and audiences;
- Direct the communications and promotional activities in support of school programs and related outreach activities;
- Develop, track, and report on metrics related to marketing and communications efforts and related regulatory requirements related to awareness;
- Support the Executive Director in proactive media and public relations activities in support of the organization's mandate;
- Lead the marketing and communications team including, performance management, development and engagement and retention of staff; and
- Prepare an annual operating budget and manage and monitor all expenditures.

Selection Criteria:

- A post-secondary degree and related professional experience;
- Minimum 5-7 years of experience leading marketing, communications, and/or branding.
- Demonstrated experience in marketing strategy, branding, digital communications, audience engagement and content management;
- Experience managing external supplier relationships and related budgets;
- Understanding of market research, analysis, and reporting;
- Excellent relationship-building and communication skills with demonstrated ability to interact effectively with internal and external stakeholders;
- Demonstrated experience managing relationships with external agencies, partners, and suppliers.
- Superior oral and written communications skills, technical writing, and research abilities;
- Understanding of environmental and sustainability issues would be an asset; and
- A collaborative style and track record of advancing organizational priorities while respecting the diversity of views and disciplines.

*To apply in confidence or for information, contact Barbara@harrisleadership.com quoting project # 23123
Applications should include a resume and cover letter highlighting how you meet the selection criteria.*