

MMBC

JOB DESCRIPTION

POST TITLE: **Manager of Communications, MMBC**
REPORTS TO: **Managing Director, MMBC**

JOB SUMMARY

The Manager of Communications will work with Multi-Material BC's Managing Director in developing and executing strategic communication initiatives. The Manager of Communications is responsible for the development and implementation of communications strategy, including campaigns, events, announcements, website and social media content, annual reports, stakeholder engagement, and promotional activities) for MMBC's residential printed paper and packaging program in BC.

DUTIES AND RESPONSIBILITIES

- Work with management for ongoing assessment and adjustment of MMBC's overall communications strategy
- Work to identify news worthy stories and contribute to the media relations efforts of partner organizations
- Write news releases, newsletters, marketing materials, announcements and stakeholder relations communications proactively and opportunistically identifying and developing new forums/outlets for MMBC communications
- Oversee development of and coordinate content for print and online communications materials (e.g., press kits, backgrounders, posters, leaflets) to create effective communications tools for MMBC.
- Manage third party suppliers such as designers and writers, and act as primary liaison with agency partners for advertising, media and marketing
- Manage, organize and coordinate communications events (news conferences, staff appearances, media visits, etc.)
- Act as a point of contact for media, and communications contacts within local government, non-profits and other partner organizations; develop and maintain a network to facilitate MMBC's communications strategy

- Work with internal MMBC teams to coordinate development of content for MMBC's consumer and corporate websites, and blog, with the goal of keeping on-line content current, relevant to specific stakeholders and the general public, and a central, timely and effective resource for MMBC to use in conveying information about its activities and impact
- Oversee and contribute to social media accounts including Twitter, Facebook, YouTube, Instagram and others deemed relevant; ensure content is updated on a regular basis, coordinate responses, and build up interactions with followers
- Develop, track and report on metrics for impact of MMBC corporate communications efforts
- Be an integral part of the quality control process, ensuring MMBC's corporate style brand standards are upheld
- Oversee development of key supporting materials and resources (e.g., press kits, internal vetting process for material being generated by or for MMBC staff), for consistent messaging and branding of MMBC by staff, service providers, stakeholder organizations and media
- Oversee Promotion and Education (P&E) activities designed to inform and educate residents on various aspects of the MMBC program, including managing design and production of recycling guides, signage, and other communications materials
- Work with operations teams to identify communications opportunities specific to MMBC's collection network, and the general public
- Plan and provide event management for annual conference, or other large events; provide oversight and strategic direction for summer events team
- Manage sponsorship agreements

Other Responsibilities:

- Support other industry marketing and business development initiatives as required

Desirable Skills:

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- Ability to write for a variety of audiences and communications mediums
- Experience managing outside agencies and contractors
- Ability to communicate vision to graphic designers and other creative partners
- Experience with distilling technical concepts into plain language
- Experience in managing on-line communities and resources

Desirable Attributes:

- Strategic thinking
- Lots of initiative
- Works well on their own and as part of a team

- Can work at macro and micro levels
- Enjoys a balance of planned activities and ad hoc problem solving

Required Qualifications, Skills & Abilities:

- BA in journalism/public relations/communications or equivalent experience
- 7-10 years of professional media and/or communications experience
- Internal and external marketing communications; excellent research skills, writing and proof reading
- Understanding of graphic design and production processes; creativity and thoroughness with high standards of quality
- Experience writing copy for online and hardcopy communication media
- Ability to write to deadlines
- Excellent verbal and written communication skills
- Strong organizational skills, ability to prioritize and multitask
- Strong project management and interpersonal skills
- Familiarity with MS Office (e.g., Excel, Word, PowerPoint), Outlook and Wordpress