



JOB DESCRIPTION

Job Title: Marketing & Communications Officer

Job Status: Permanent, Full Time

Reports to: Chief Administrative Officer

Job Summary:

As the Marketing & Communications Officer, reporting to the CAO, you will be responsible for advancing community growth and all communications that support economic development and community cohesiveness. This role serves both the municipality and the Destination Nackawic Economic Development Corporation (DNEDC), ensuring effective engagement with residents, businesses, investors, and key stakeholders to promote local initiatives and opportunities. The position requires a strong focus on building relationships and fostering a vibrant community atmosphere while handling sensitive issues and maintaining confidentiality.

Key Responsibilities:

1. Public Relations & Community Engagement:

- Act as the primary media liaison for both the municipality and DNEDC by responding to inquiries and issuing press releases centered on community growth initiatives.
- Develop and nurture relationships with local media, community groups, businesses, and stakeholders to promote collaborative growth efforts.
- Coordinate and promote public engagement events, town halls, and business networking sessions that highlight community and economic development opportunities.
- Create newsletters, reports, and informational materials that keep residents and businesses informed about community growth initiatives.

2. Digital Marketing & Social Media Management:

- Manage and regularly update the websites and social media platforms for both the municipality and DNEDC, ensuring all content aligns with community and economic development goals.
- Develop and implement digital marketing campaigns that promote municipal services, tourism events, and economic development initiatives aimed at fostering local growth.
- Produce engaging content, including blog posts, videos, and infographics that highlight success stories and encourage community participation.



- Monitor and analyze digital marketing performance and community engagement metrics, optimizing strategies for maximum impact.

3. Growth & Economic Development:

- Advocate for Nackawic-Millville and DNEDC as prime locations for business investment and economic opportunities, driving local growth.
- Create marketing strategies and materials that emphasize local business incentives, real estate opportunities, and workforce advantages.
- Collaborate with local businesses and stakeholders to showcase success stories and growth opportunities within the community.
- Support tourism and cultural initiatives designed to strengthen economic development and enhance community vibrancy.

4. Internal & External Communications:

- Provides comprehensive communication support to the Council, CAO and municipal staff, emphasizing community and economic development narratives.
- Maintain and execute the municipality's communication strategies, ensuring alignment with growth objectives.
- Ensure consistent branding and messaging across all communications related to community development and economic initiatives.
- Prepare speeches, reports, and presentations for municipal and DNEDC leadership that articulate growth-focused priorities.
- Develop internal communication strategies to keep municipal staff and DNEDC stakeholders informed and engaged.
- Attend DNEDC meetings and provide reporting and recommendations to the board regarding community growth efforts.
- Assists in managing crisis communications that may impact community reputation or development initiatives.

Qualifications, Skills & Attributes:

- Bachelor's degree in Marketing, Communications, Business, Economic Development, or a related field.
- Minimum of 3-5 years of experience in community engagement, economic development, or a related field, preferably in a municipal or nonprofit environment.
- Strong written and verbal communication skills with an ability to craft compelling narratives for diverse audiences.



- Proficiency in digital marketing tools, social media platforms, and content management systems that support growth initiatives.
- Experience in event planning and community engagement is highly desirable.
- Ability to foster collaboration and form strong relationships with diverse stakeholders.
- Strong analytical skills for assessing marketing performance and community engagement metrics related to growth.

Key Competencies:

- Excellent interpersonal and communication skills.
- Strategic thinking and problem-solving abilities with a focus on growth,
- High level of professionalism and discretion.
- Creative mindset with a talent for engaging storytelling.
- Ability to work under pressure and manage multiple projects simultaneously.

Compensation:

Salary: \$61,250-\$70,500 Annually (compensation based on experience and education). Group benefits (health & dental), Pension benefits as per the Personnel Policy.