

Marketing & Communications Manager

Who We Are

Envision Saint John: The Regional Growth Agency is the Saint John Region's lead economic development and visitor attraction agency, tasked with sustainably growing our economy and population. Governed by an independent Board of Directors, Envision Saint John is actively supported by the seven communities in the region that are our funding partners – Saint John, Quispamsis, Rothesay, Grand Bay-Westfield, Hampton, Fundy-St. Martins and the Fundy Rural District. We collaborate with stakeholders to turn economic growth strategies into actionable initiatives.

The Opportunity

We are looking for a Marketing & Communications Manager that is passionate about propelling growth for the Saint John Region. In this position, you will be responsible for strategic communications planning and execution, media relations, presentation and proposal development, editorial content for social media channels and websites. You will also support the development of strategic marketing programs to attract people, business and investment to the region.

In this position, you will report to the Chief Operating Officer. Responsibilities will include:

Communications:

- Develop and implement strategic communications plans aligned with agency goals.
- Create engaging editorial content for websites, social media, and publications.
- Craft compelling materials for announcements, presentations, and proposals.
- Manage media relations, including writing press releases and coordinating events.
- Write feature stories highlighting local businesses and community leaders.

Marketing:

- Design and execute marketing strategies that deliver measurable ROI.
- Write creative briefs and oversee the production of marketing assets.
- Ensure brand consistency across all campaigns and materials.
- Managing, tracking and forecasting expenses and executing marketing plans within prescribed budgets.

Qualifications

- 5+ years of experience in communications and/or marketing, with strong business acumen.
- Proven track record in strategic planning, media relations, and stakeholder engagement.
- Post-secondary degree in Communications, Public Relations, Journalism, or a related field.
- Excellent written and verbal communication skills in English; bilingualism (French/English) is an asset.
- Experience with graphic design tools is a plus.

Why Envision Saint John?

- **A Culture of Inclusivity:** We embrace and celebrate individual differences, creating an inclusive environment where every team member's voice is valued. We believe in harnessing the collective power of diverse perspectives to drive creativity and excellence in everything we do.
- **Empowerment and Autonomy:** We trust our employees to make informed decisions and take ownership of their work. Empowerment and autonomy are the pillars of our work culture, allowing you to unleash your full potential and bring your best ideas to life.
- **Collaboration at Its Best:** You'll be part of a collaborative ecosystem that encourages open communication and cross-functional collaboration. Together, we create a supportive network that helps each other succeed.
- **Work-Life Balance:** We understand the importance of maintaining a healthy work-life balance. Our flexible work arrangements and generous time-off policies enable you to achieve harmony between your personal and professional life.

Benefits:

- Salary Scale \$73,291 - \$77,028
- Health & wellness programs
- Retirement savings plans
- Regular team-building activities and social events
- Opportunities for professional development

How to apply:

Please submit your cover letter and resume to:
recruit@envisionsaintjohn.com

Deadline to apply:

July 4, 2025, 5:00PM AST We thank all applicants for their interest, however, only those candidates being considered for an interview will be contacted.

Envision Saint John is committed to employment equity, fostering diversity within our community, and developing an inclusive workplace that reflects the richness of the broader community that we serve.