

## Communications Specialist

The Chaleur Regional Service Commission (CRSC) ensures and facilitates the delivery of mandatory services to communities within its territory, facilitates voluntary service agreements between interested communities and serves as a regional forum for collaboration between communities on regional issues.

The CRSC's mission is to bring together all the key stakeholders in the region through a common vision and to coordinate all the initiatives aimed at improving the prosperity and quality of life of all citizens of the Chaleur region as well as the visitor experience.

Reporting to the CEO, the Communications Specialist supports internal and external communications strategies, redirects, and distributes material for employees and the public, responds to public and media inquiries, and coordinates promotional events. The Communications Specialist must be able to think creatively and have excellent communication and interpersonal skills in both official languages of New Brunswick. The Communications Specialist is accountable for the successful execution of all CRSC communications initiatives and managing their brands across all digital platforms and channels.

### MAIN RESPONSIBILITIES

- ) Collaborates with executive management and all CRSC services to develop and implement effective communication strategies based on our target audience.
- ) Writes, edits, and distributes content, including publications, press releases, website content and digital channels, annual reports, speeches, and other marketing support that communicates the activities and other services of the CRSC.
- ) Organizes press conferences or other media events related to the CRSC.
- ) Responds to media inquiries, arrange interviews, and when required, act as a spokesperson for the CRSC.
- ) Establishes and maintains effective relationships with journalists and maintains a media database as well as records of media coverage.
- ) Support the Economic Development and Tourism Department to develop, design, edit and produce multimedia kits or requests for coordinated information – letters, brochures, posters, and tourism campaigns.
- ) Explores and leverages the latest technologies to enhance its brand and market presence.
- ) Manages content for CRSC websites.
- ) Works collaboratively with CRSC teams to refine social media strategies and best practices.
- ) Creates, publishes and monitors social media content and inquiries on Facebook, Twitter, Instagram, YouTube, LinkedIn and other digital platforms and channels.

### REQUIREMENTS

- Post-secondary education in communications, journalism, marketing, or related field.
- Minimum of 3 to 5 years of relevant experience in a communication role.
- Bilingual (French and English), spoken and written.
- Excellent communication, verbal, written and interpersonal skills.

- Solid knowledge of social media applications.
- Ability to work in a team environment and manage multiple stakeholder groups.
- Ability to manage projects at all stages of production.
- Good time management and sense of organization.
- Knowledge of Photoshop, Illustrator, InDesign, Premiere Pro and other relevant design tools is considered an asset.

## **WORK CONDITIONS**

The standard work week is thirty-five (35) hours. The successful candidate will sometimes have to be available for work evenings and weekends, have a valid driver's licence and be available to travel outside the Chaleur region on occasion. Compensation and benefits are determined in accordance with the policy established for this purpose.

**Salary:** Based on experience and current salary scale

**Resume:** Deadline for applications is February 24, 2023, at Noon. Resumes may be sent to:

CRSC  
C/O Carolle Roy  
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Petit-Rocher, New Brunswick  
E8J 1V1  
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