

Director, Marketing and Communications

The Business Link Business Centre

Business Link is a not-for-profit and government-funded organization responsible for serving entrepreneurs and small business owners and operators in Alberta. Founded over 25 years ago, Business Link has served thousands of companies and organizations through webinars, events/conferences/symposiums and direct one-on-one consultation. The Company's head office is in Edmonton and is looking to expand to co-locations in Calgary, Red Deer, Grande Prairie, and Lethbridge (employees outside of Edmonton typically work in their home offices). In addition to providing services, the Company also manages funding programs on behalf of the Government of Alberta and the Government of Canada. Business Link partners with many other organizations in the Alberta small business eco-system.

Our Purpose

Business Link helps Alberta small businesses start and thrive.

Our Vision

Every Alberta small business has access to a hub of resources, knowledge, and connections.

Our Values

Our values are at the core of everything we do:

- We are adaptable and flexible
- We meet people where they're at
- We get things done and done right
- We leave it better than we found it
- We are willing to give and ask for support
- We celebrate success and leverage failure
- We work together to amplify our collective potential
- We learn from each other and seek out inclusion of differences

JOB STATEMENT

Our current Director, Marketing & Communications begins a maternity leave on February 1 and we're looking to hire, on a contract-basis, an experienced professional to further develop the department, our marketing and communications strategy and re-launch Business Link. The initial term for the contract will be 15 months and may be extended on mutual agreement.

We are looking for someone passionate about small business and entrepreneurship in Alberta and who wants to join a committed, energetic and engaged team. Reporting to the Executive Director, this position plays a critical role in ensuring the Company's Marketing and Communications Strategy is in place, properly resourced and performing to a high standard.

Location: Preference will be given to candidates able to work out of the Company's Calgary or Edmonton office. The Company currently operates under a hybrid working environment.

ROLE COMPONENTS

Job Duties & Tasks

- Responsible for all aspects of Marketing and Communications for the Company
- Demonstrated experience in leading re-branding and profile building projects.
- Experience developing and executing annual marketing and communications strategies, including quarterly objectives, KPI's, and impact reports.
- Data-driven approach to digital marketing, analysis, reporting and recommendations
- Manage and develop the current team and recruit additional resources (on-contract, consultants or contractors) as necessary (likely 1-2 new people in first 3 months)
- Managing a department-level budget of approximately \$50,000-\$75,000 and program specific expenditures of an additional \$50,000 - \$100,000
- Oversight and management of all social and digital media (newsletters etc.) and on-line presence
- Creation and management of company communications strategy including development of relationships with traditional media (newspapers, magazines, local media, radio and television)
- Management of company public relations
- Management and completion of quarterly and annual analysis and reports to government partners and external parties
- Management of all "events" (2-4 per annum) and symposiums
- Launch and/or refresh of 3-5 (per annum) Business Link Products and Services
Proven technical experience with MS Office and MS Teams

Key Linkages

- Reports to the Executive Director
- Interacts on a regular basis with the other members of the Leadership Team: Directors, Finance and Administration, Client Services and Operations & Product and Business Development
- Periodic presentations to the company's board of directors

QUALIFICATIONS

- Degree in Marketing and Communications or a related field
- >5 years of experience in a similar role in a not-for-profit and/or government funded organization

COMPENSATION

- Salary – Competitive with similar positions for other not-for-profit and government funded companies in Calgary and Edmonton (We are using Boland Data)
- 15 vacation days
- 4 paid personal days
- 6 paid sick days
- 100% Employer paid health benefit package
- STD, LTD & Critical Illness
- Paid Christmas break (office closed Dec 24 – Jan 1)

Interest applicants should send a cover letter and current CV to: careers@businesslink.ca

Business Link is an equal opportunity employer and prides itself on its diversity and inclusiveness.