

Job Description – Marketing Communications Manager

Reports to:

Director of Sales

Sunco is an exceptional place to work. We attract and retain people who have an ownership mentality. What exactly is that? It means that every decision, every job and every interaction with clients and each other is done with the deep knowing it directly impacts the success of our company. When you're an owner, you take personal responsibility to the next level. You have courage to "wade in" and take risks. You have your integrity and reputation at stake. You have the trust of others.

These characteristics form the foundation of our Core Values.

- We Embrace Change
- We Do What It Takes
- We are Accountable to the Outcome
- We Do the Right Thing
- We Bring out the Best in Each Other

For the past 20 years, Sunco has grown into a full-service telecom whose main passion is to make business communication *easier* for its clients. How do we do this? By being an *Integrator*. We fit all the pieces of a client's voice/data systems together into a unified whole – giving superior design, support and management all through one point of contact.

Sounds like something you'd like to be a part of? Read on!

Summary:

We're seeking a high energy and self-motivated team member who is excited by the opportunity to play a pivotal role in furthering Sunco's position in western Canada's dynamic telecommunications industry. You are definitely energized by the entrepreneurial spirit!

You would be responsible for creating and implementing integrated marketing and communications strategies for external and internal audiences. This includes understanding the desired customer experience, developing engaging content for multiple channels, supporting community outreach and engagement, organizing customer/employee events and managing employee communication activities.

Sunco operates using the Entrepreneurial Operating System (EOS) and you will have the opportunity to contribute to Sunco's overall growth strategy as a member of its EOS Leadership Team.

Job Responsibilities:

- Work collaboratively to strategically plan, develop and execute marketing campaigns to market Sunco's diverse products and services while reinforcing our brand attributes and differentiators.
- Research, develop, execute, manage, and measure the effectiveness of integrated marketing campaigns and communications to support business strategies for both internal and external audiences (including customers, industry partners, vendors, community stakeholders, industry associations, etc.).
- Responsible for overall development and maintenance of website including page updates, new page development, blogs, case studies and other resources.
- Work closely with SEO partner to ensure success of website and online advertising opportunities.
- Proficient in social media engagement via Facebook, LinkedIn and Twitter.
- Create compelling, informative and audience-centric marketing and communications materials including: briefs, corporate profiles, key messages, executive speaking notes, customer presentations, brochures, videos, photo library, advertising copy, and digital and print content.
- Oversee hiring and managing of contractors (designers, writers, editors and other creative staff) to assist in the creation of internal and external communications tools.
- Identify and coordinate participation in industry trade shows and events.
- Work closely with sales department to analyze target markets and product mix and identify subsequent marketing opportunities.
- Monitor market trends and research consumer markets and competitors' activities to aid in the development of marketing campaigns and inspire the development of high-quality creative assets.
- Ensure all products, services and communication materials conform to brand identity.
- Oversee the application process of vendor joint marketing programs.
- Manage internal communication programming and messaging.
- Analyze marketing performance, optimize ROI for all advertising channels and events.
- Responsible for budget accountability, reporting and monthly forecast and spend accuracy.

Qualifications:

- A post-secondary degree in marketing, communications, public relations, or a related field.
- 3+ years of progressive, related experience in marketing and communications strategy and execution, ideally in a corporate setting.
- Exceptional project management skills, collaborative team player able to support multiple business priorities and tight deadlines.
- Comfortable with responsibilities that will morph as the business grows including "other duties as assigned".
- Strong customer-centric focus, with a proven ability to build and maintain effective relationships at all levels of an organization.
- Experience in planning and executing internal communications.
- Exceptional writing and storytelling skills (written and verbal).
- Strong attention to detail.
- Experience with SEO, social media and metrics data analysis for optimization.
- Experience in Google Suite, Microsoft products and WordPress.

- Grasp of brand development and ability to develop, write and implement strategic, integrated communications and marketing plans to promote brand.
- Strong overall business acumen and strategic mindset including understanding of budgeting, planning, advertising and promotions.
- Ability to develop KPIs, goals and benchmarks to drive the performance of campaigns and projects.
- Knowledge of the telecommunications and/or information technology industries an asset.

Core Competencies:

- Written and verbal communication
- Innovation
- Results orientation
- Ethics and integrity
- Negotiating
- Resourcefulness
- Networking and relationship building
- Resource and fiscal management
- Strategic thinking
- Continuous improvement

What We Offer:

- Full-time competitive wages
- Paid vacation time
- Competitive benefit package including health, dental, disability, life
- Close-knit, supportive work environment