OPPORTUNITY PROFILE

Invest Alberta

Director, Marketing and Communications
THE ORGANIZATION INVEST ALBERTA

Invest Alberta works directly with investors to attract high-value and high-impact investments to the province. With a global team in key markets around the world, we bring industry, government partners, and economic organizations together to offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to investment attraction.

The Government of Alberta established Invest Alberta as a Crown corporation to promote Alberta as an investment destination, generate leads and cultivate investor and partner relationships, and provide support services to high-impact and high-value investors.

Our clients come from a wide variety of backgrounds, and so do we. Invest Alberta is proud to be an equal opportunity workplace. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, culture, gender, race, sexual orientation, religious or ethnic backgrounds, or physical abilities.

To learn more, please visit Invest Alberta’s website at investalberta.ca

THE OPPORTUNITY

Reporting to the Managing Director, Investor Services, the Director, Marketing and Communications plays a critical role working together with all members of the Invest Alberta team, collaborating on national and international initiatives and delivering a strategic marketing and communications plan for the organization. Leading a team of four the Director will refine and implement global marketing and communication strategies to support Invest Alberta’s work. The Director will be a creative thinker who grounds innovative ideas with a solid grasp of the details, strengthened by a commitment to collaboration. To thrive in this role, the Director must be a responsive and accountable problem solver who can work effectively with all levels across the organization, and with external stakeholders.
KEY ROLES & RESPONSIBILITIES

• Developing and leading the execution of an innovative marketing and communications plan that drives demand and growth in the sales funnel.

• Creating and managing project-based budgets and overall annual department budgets.

• Providing advice and assistance to internal and external stakeholders and partnering with them on strategic marketing and communications initiatives that enhance our value proposition.

• Focusing on proactive external outreach and relationship building with media and stakeholders in key markets to support the positive development of Invest Alberta’s brand and reputation.

• Communicating effectively and providing council to senior leadership team members to ensure effective message delivery for all internal, external, media and public relations activities.

• Partnering with agencies in the execution of a robust advertising strategy.

• Providing oversight of the creative development and production of all promotional activities including the development of high-quality digital content and collateral.

• Leading the team through the build, test and optimization of digital lead generation campaigns, insights, and analytics.

• Monitoring and analyzing financial, technological, and demographic factors so that market opportunities may be capitalized on.

• Evaluating client research, market conditions and competitor data to shift and refine marketing and communications activities as needed based on market intelligence.

• Monitoring industry trends and making recommendations for strategic growth and change.

• Working closely with the investment team and enabling them to meet their objectives by providing them with appropriate tools and resources.
Team coordination duties include:

- Acting as a resource to the entire Invest Alberta team.
- Developing, maintaining, and strengthening professional working relationships across the organization and its partner network.
- Working collaboratively with others and forging connections.
- Discretely handling confidential information and data – always adhering to privacy and confidentiality.
- Actively supporting the team; working to prevent and solve problems that may arise from working relationships among individuals and/or teams.
- Staying current by continuously updating job and industry knowledge – exhibiting a keen desire to self-develop and improve.
- Leveraging technology to improve organization, communication, and efficiency.
- Understanding the Invest Alberta’s business model, how to create value, and how change impacts all areas of the organization; being a positive change agent.
- Actively building and maintaining an inviting company culture.
- Acting as a brand ambassador and ensure brand reputation is upheld internally and externally.
THE PERSON

QUALIFICATIONS & EDUCATION REQUIREMENTS

The ideal candidate will have a bachelor's degree with a concentration in marketing, communications, journalism or a related discipline. Equivalent experience and qualifications will be considered. Candidates possessing an APR, ABC, or CMP designation will be seen as an asset.

The individual will have a significant track record of progressive experience in lead generation B2B marketing, digital paid campaign management and content development. They will have significant experience in leading a team of senior professional in marketing and communications.

Ideally the successful candidate will also have relevant experience in the following areas:

- All aspects of strategic marketing, from message development and identifying target audiences to the execution of programs and campaigns across multiple channels.
- Proven effectiveness in targeting key segments, tailoring tactics, overseeing creative execution, and delivering positive results.
- Evolving a brand strategy to reflect the demands of a rapidly changing marketplace, and in consistently applying brand standards to ensure unified marketing and communications.
- Demonstrated success increasing audience interest, with tangible measures of growth.
- Successfully developing and implementing strategic plans in complex industries with multiple stakeholders.
- Working knowledge of collaboration tools, website content management systems, digital management tools, analytics tools, and automation platforms.
- Knowledge of international business, social protocol, and cultural etiquette. Experience in balancing the interests of internal clients and diplomatically aligning diverse priorities around a common agenda and a consistent strategy.
Knowledge, Skills & Attributes

Leadership/Management: A leader, motivator, and team player. Able to build an efficient and effective team. Is a developer of people and their skills. Has presence, energy, and genuine passion. Able to influence others to a desired outcome and demonstrate how a course of action is effectively related to customer interests. Creates a shared purpose. Able to look and think in “big picture” terms.

Relationship Building: Develops and maintains a planned network of relationships with customers, internal peers, and colleagues in the industry, etc. Develops rapport and builds trust quickly, both with internal and external colleagues and partners.

Communication: Shows strong written, verbal and presentation skills and is an active listener. Able to communicate persuasively. Provides necessary information and analysis to support proposed changes. Able to “stand up” and support their decisions.

Interpersonal Skills: Has excellent interpersonal skills and the ability to get along well with others both internal and external to the organization. Has an energetic and outgoing personality.

A Team Player: Works cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness. Displays enthusiasm and promotes a friendly group working environment.

Committed to Organizational Excellence: Committed to excellence and innovation in the workplace. Continually looks for opportunities to improve and streamline processes and achieve results. Able to work within a changing environment and deal effectively with ambiguity.

Problem Solving Skills: Able to problem solve and make necessary decisions to move forward the work at hand. Focuses on the solutions rather than the problems and has a well-developed sense of reasoning.

Committed to Personal Excellence: Continuously seeks to stay current and be at the leading edge in their field. Committed to ongoing learning. Self-motivated and encourages others to achieve personal excellence.

Personal Management Skills: Has excellent organizational and time management skills, with demonstrated ability to simultaneously manage multiple strategic and administrative priorities and tasks. Ability to delegate effectively, establish clear accountabilities and develop the capabilities of others. Has a demonstrated track record of success as a results-oriented self-starter.
COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

FOR MORE INFORMATION, PLEASE CONTACT

Ardyce Kouri or Sonny Kapoor
Leaders International Executive Search
Suite 501 Fox One
10226 – 104 Street
Edmonton, AB T5J 1B8
Phone: 780-420-9900
Email: Edmonton@Leadersinternational.com