



Emergency Response Assistance Canada (ERAC)

Communications & Marketing Advisor

Job Location: Calgary, AB, Canada

At Emergency Response Assistance Canada (ERAC), our organization requires a Communications & Marketing Advisor to assist with supporting and maintaining our existing communications and marketing plans. For 35 years, ERAC has been providing a quality system to manage the Emergency Response Assistance Plans (ERAPs) of more than 300 members from the flammable gases and liquids industry. We are a national not-for-profit organization, committed to excellence in serving our response teams, responders, Plan Participant members and working closely with regulators of dangerous goods.

We are looking for career-minded candidates ready for the challenge of working with multiple stakeholders and in a fast-paced environment.

Contract Type: Permanent, full-time

Start Date: Immediate

Salary Range: Dependent upon experience, knowledge and education

General Information:

The Communications & Marketing Advisor will be reporting to the President and working closely with the Executive & HR Associate and ERAC's leadership team, as needed. This individual will be responsible for developing, coordinating and maintaining marketing and communication related activities based on ERAC's strategic initiatives. In this role, the individual will assist in overseeing that the communication channels are being effectively used to communicate and market to our Plan Participant members, responders, government bodies, and industry and regulatory stakeholders.

Responsibilities:

- Coordinate, write and edit content for a variety of different communication channels such as quarterly newsletters, external publications, presentations, 'Message from the President' updates, external and internal communications, brochures, web content and social media.
- Coordinate and support the delivery of webinars for our Plan Participant members.
- Support the communication planning and delivery of new and ongoing company opportunities and initiatives.

- Coordinate and execute marketing initiatives and materials based on strategic initiatives, including print and digital advertising, tradeshows, publication schedules and promotional items.
- Coordinate tradeshow exhibits and sponsorship opportunities.
- Collaborate, write and execute internal and external surveys biennially.
- Website management.
- Event management and public relations support (news releases, media advisories and public advisories) of full-scale emergency exercises and other conferences/events as assigned.

Qualifications:

- Strong writing skills in a variety of communication channels (external publications, webinars, presentations, print, website, media and social media).
- Strong verbal communication skills.
- Must have exceptional organizational skills with an eye for detail while being able to manage multiple demands simultaneously that may be time sensitive.
- Ability to market programs and initiatives to Plan Participant members and external stakeholders.
- High understanding of brand management.
- Proficient in MS Office (Word, Excel and PowerPoint) and social media channels.
- Strategic and proactive thinker, self-starter, adaptable and able to recommend effective solutions.
- Strong customer service and client relations background.

Education/Experience:

- Degree or diploma in communications, marketing or equivalent.
- 5+ years' relevant experience in marketing, communications and public relations.
- Professional accreditation through IABC or CPRS preferred.
- Event management experience.
- Emergency management/crisis communications experience is an asset.
- Experience with photo/video editing software, website content management systems, and email management software (e.g., ConstantContact) is an asset.
- Bilingual in English and French would be an asset.

Please email your cover letter and resume to info@erac.org. Only qualified candidates will be contacted for an interview.

Thank you for choosing Emergency Response Assistance Canada (ERAC) in your career options.

Posting Closes: March 11, 2021