



Waterfront Development

Employment Opportunity Marketing Manager

Waterfront Development is a Nova Scotia crown corporation with a mandate to redevelop and revitalize waterfront lands in Nova Scotia. Our role is to ensure these lands and buildings are planned, developed, managed and programmed, in partnership with the private sector, to drive economic prosperity for Nova Scotia. Our work maintains public access to water's edge and ensures the waterfronts are key destinations for residents and visitors, and platforms for business success. Please visit www.my-waterfront.ca for more details on Waterfront Development.

Waterfront Development is now seeking a Marketing Manager to join its team.

In step with the Corporate Communications Manager, the Marketing Manager will be responsible for leading brand development, developing and implementing corporate and business line marketing strategies, including collateral development and implementation, participating in the development and management of content for web and social media, and developing and managing events marketing and sponsorship program. Other duties will include, but not limited to:

- Support the short and long range corporate marketing planning, strategic planning and budgeting;
- Direct and develop marketing strategy and plan – Waterfront Development brand, corporate and business lines (destination marketing, marine services and visiting ships program, small business, recreation and parking);
- Together with the Corporate Communications Manager, develop and manage all digital channels, including web and social media, to become the backbone of the communication strategy;
- Develop creative campaigns, usually with support of external marketing agency, that engage and inspire locals and visitors, and business partners;
- Lead event marketing strategy and sponsorship activation program;
- Lead development of public space creative and signage;
- Develop relationships with partners and waterfront stakeholders, as well as influencers in the community;
- Support management of local, national and international events such as Tall Ships;
- Support Vice-President, Finance & Administration, in research program development, leads market research program;
- Manage annual marketing budget;
- Support the Corporate Communications Manager with media, and media events, as required;
- Works in a creative, fast paced, high performing team environment to develop and promote our waterfronts.

Qualifications:

- Post secondary education, preferably in marketing or public relations
- 7-10 years experience or equivalent in marketing role
- Experience in destination marketing an asset
- Demonstrated understanding of real estate development industry an asset
- Demonstrated experience developing and implementing corporate marketing plans, campaign development and management, events management, and extensive digital marketing experience, including content development
- Market research experience
- Graphic design/film/photography/WordPress/Mail Chimp/creative skills an asset
- Experience managing a budget
- Exceptional presentation skills – both written and verbal as well as demonstrated experience delivering presentations to large groups of stakeholders, public, etc.
- Well organized to manage multiple priorities in a fast paced office environment and excellent time management skills to meet deadlines

Compensation:

Waterfront Development offers a competitive salary in addition to a comprehensive benefit package. Salary will be based on qualifications and experience.

Applicants are requested to submit a resume with a cover letter outlining their suitability for the position to:

Heather Russell
Waterfront Development
The Cable Wharf, 1751 Lower Water Street, 2nd Floor
Halifax, NS B3J 1S5

Or email: careers@wdcl.ca

Deadline for submissions is: Friday, June 2, 2017 at 12:00 Noon (AST)

Only those candidates considered for an interview will be contacted.