

JOB DESCRIPTION

JOB TITLE: Place Brand Program Manager

[APPLY HERE](#)

LOCATION: Fort McMurray, Alberta

EMPLOYMENT STATUS: Permanent, Full-time

SALARY: NEGOTIABLE

BENEFITS: Cost of Living Allowance (while residing in the region); Comprehensive Benefits; Pension

As the Place Brand Program Manager, you will work across all levels and business units of our organization to make the team place brand experts and stewards of Fort McMurray Wood Buffalo. The Place Brand Program Manager is responsible for leading the creation and execution of the regional place brand strategy and for growing local adoption of the brand portfolio. This position requires a self-starter with a true entrepreneurial spirit, a passion for communicating and connecting with community partners, a commitment to detail, and a track record for delivering results.

Job Summary

Duties may include but are not limited to the following:

- Build local partnerships to boost the adoption of the place brand in the community.
- Define and communicate the strategy for the place brand.
- Continuously assess outcomes and impacts in line with the brand's strategy.
- Transform place brand elements into actionable plans and go-to-market strategies.
- Design advertising campaigns with clear strategies and objectives.
- Utilize various promotion channels such as email, print, broadcast, and more for brand promotion.
- Serve as the face of the place brand in professional contexts.
- Produce and share analytical reports on campaign strategies.
- Arrange and manage publicity events.
- Conduct surveys to gather insights into regional perceptions.

Education/Experience

FORT M^cMURRAY WOOD BUFFALO

ECONOMIC DEVELOPMENT & TOURISM

- Degree in marketing or a related field. An equivalent combination of education and experience may be considered.
- Proven working experience as Program Manager, Brand Manager, Associate Brand Manager or Community Engagement Program Manager.
- Proven ability to develop brand and marketing strategies and communicate recommendations to executives
- Experience in identifying target audiences and devising effective campaigns

OTHER REQUIREMENTS:

- A valid Alberta Operator's License is required as incumbent will be required to operate a personal, FMWBEDT leased, or rental vehicle for business use on a regular basis.
- License Required: Class Five (5)

Knowledge/Skills

- Excellent understanding of the full marketing mix
- Strong analytical skills partnered with a creative mind
- Data-driven thinking and analysis skills
- Outstanding communication skills
- Up-to-date with latest trends and marketing best practices
- Strong networking skills

SAFETY:

As an employee of the Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT), the incumbent is responsible and accountable for knowing and working in accordance with the Health and Safety Directive. As per section 2 of the Occupational Health and Safety Act, the incumbent shall ensure while in the employment of the FMWBEDT the health and safety of employees, contractors and the public.

This position is not employed in a supervisory capacity. As such the employee is not required to obtain additional safety training in accordance with procedures and directives.

WORKING CONDITIONS:

Working in an office environment with frequent interruptions, a high degree of discretion must be used due to the confidentiality of work. Duties may require the use of a personal or company vehicle for business travel purposes.