

Join the team making real

GROWTH HAPPEN

Perennia Food and Agriculture Corporation is Nova Scotia's development agency focusing on the food sector. Our mission is to support success, transformation and economic development in Nova Scotia's agriculture, seafood, cannabis, and food and beverage sectors. That means our team of bright, engaged specialists are always learning, always evolving, and always ready to take on a new challenge. **So, what are you waiting for? Come Grow with us.**

Marketing and Communication Officer

Perennia Food and Agriculture Corporation is Nova Scotia's food industry development agency. We offer an integrated suite of services to the agriculture and seafood sectors with a focus on on-farm production, quality and food safety, analytical services and product development and improvements. Our highly skilled and collaborative team focuses on superior customer service, proactive solutions, and innovative approaches to meet client needs. To assist in this effort, we are seeking a full-time Marketing and Communication Officer for a 1-year maternity leave replacement. The ideal location for this position is close to either our Truro or Kentville office locations or centrally located in the province with a commitment to travel as required. Flexible work arrangements include work from home options with the understanding that some travel is necessary.

This is an exceptional opportunity for a marketing, communications, and public relations professional or, as a recent graduate or with a few years of experience, looking for a wide variety of exciting experiences utilizing their communication, messaging, and promotions skills in writing, editing, event promotion, developing and executing promotional plans, and technology including the co-ordination of and simple editing of videos and podcasts. This position also will be the leading on coordinating internal support requests and working with the Design Lead and Communications and Social Media Officer to ensure marketing and communications initiatives are completed exceptionally and on time. This position reports directly to the CEO and has no direct reports. Working collaboratively is essential.

Responsibilities

- Creating and editing promotion plans including website, social media, video, print, in-person vehicles
- Being the lead on media requests and co-ordinating with the Nova Scotia Department of Agriculture and our specialists/CEO on responses
- Coordinating and working with specialists on promoting workshop, field days and conferences
- Attracting media attention on key priorities
- Working with the marketing team, management and consultants as needed on special event promotion
- Facilitating webinars with content specialists and working with specialists to develop storyboards and take in-field videos
- Supporting specialists in facilitating, producing, and editing podcasts
- Editing a wide variety of content for print and on-line

QUALIFICATIONS

- Diploma/Certification in Marketing, Communications, Public Relations, or related field with a minimum of three years of experience in a marketing and communications role
- Exceptional attention to detail and process development and improvement
- Highly organized and able to manage a number of files at the same time
- Exceptional written and oral communication skills
- Exceptional Microsoft Office Suite including Teams and Zoom
- Knowledge of current and emerging digital and traditional marketing strategic and tactics
- Demonstrated experience using SurveyMonkey and Mail Chimp would be considered assets
- Ability to work independently
- Excellent analytical skills and attention to detail
- Exceptional judgement, strong team player
- Exceptional interpersonal skills, with the ability to build relationships with key stakeholders
- Adaptable to changing priorities and a keen willingness to learn
- Exceptional organizational skills and ability to work on multiple projects and competing deadlines

Perennia offers a competitive compensation package based on the candidate's skill and experience. This includes base salary, benefits, employer matching RRSP plan, personal days, and three weeks vacation (pro-rated depending on when the candidate starts).

To apply for this exciting position at Perennia, please email a combined PDF or Word cover letter noting compensation expectations and resume to careers@perennia.ca by noon on **February 28, 2024**.

Only those granted interviews will be contacted. For more information about Perennia visit their website at www.perennia.ca

Perennia is an equal opportunity employer.