



LINKING A WORLD OF OPPORTUNITY

MARKETING & COMMUNICATIONS OFFICER

The **Port of Prince Rupert** is located on the scenic North Coast of British Columbia. As Canada's second largest West Coast port, the Port is strategically situated on the Pacific Rim, with the deepest natural harbour in North America and direct connections to the North American continent by CN Rail's network reach. Its facilities include modern, high-throughput coal and grain terminals, two cruise terminals and an innovative, intermodal container terminal anchoring the fastest and most reliable trade corridor on the West Coast.

Prince Rupert is home to amazing wildlife and wilderness adventures, unique history and cultural experiences, and the spectacular scenery of the rugged Coast Mountain Range and the Great Bear Rainforest. Easily accessible by air, rail, cruise ship, ferry or car, Prince Rupert's attractions include First Nation cultural works of art, fine North Coast galleries and boutiques, parks and walking trails, restaurants and coffee shops. A balanced lifestyle might include enjoying a round of golf on the golf course or spending time out on the water kayaking, fishing, or taking in the scenery. Reasonable housing costs, organized sports, volunteer opportunities, modern recreation facilities, community groups and festivals all contribute to a comfortable and fulfilling lifestyle for those living in this community.

Watch video clip of Prince Rupert at: www.youtube.com/watch?v=0UzYCnmOZMs

POSITION SUMMARY

As a member of the Marketing & Business Development Team, the Marketing & Communications Officer supports the Port's marketing and communications activities.

MAJOR POSITION ACCOUNTABILITIES

1. Provides communication support in the areas of trade development and public affairs to the Business Development Department and entire organization to ensure the Port's marketing and communications objectives are met.
2. Develops and manages the image and video library.

3. Coordinates various marketing and communications projects, including collateral development and design.
4. Researches and develops content for press releases, website content, newsletter (54 North Newsletter, Community Update, etc.), advertisements, brochures, and Port presentations.
5. Maintains and enhances the Port of Prince Rupert and Cruise to Prince Rupert websites, and evaluates website use and effectiveness.
6. Tracks the effectiveness of the Port's communications activities.
7. Provides basic graphic design, layout and copywriting support to internal clients, including posters, brochures, ads, presentations, and cover sheets.
8. Works with external suppliers to ensure communication products are produced and delivered according to set budgets and timelines.
9. Orders and tracks promotional items; maintains promo item database.
10. Responds to general telephone and website inquiries.
11. Assists in coordinating tours and Port involvement in conferences, presentations, meetings and special events.
12. Represents the Port of Prince Rupert at community events.
13. Provides photographic and video coverage for events.

SPECIFICATIONS

Formal Education

- Post-secondary Diploma in Commerce, Communications, Journalism, or Commercial Art and Design. An undergraduate degree is an asset.

Related Experience

- One to three years' experience in industry

Other Requirements

- Demonstrated experience in working with print, electronic and web-based media, including liaising with journalists/writers and advertising representatives.
- Experience with graphic design programs such as Adobe InDesign, Illustrator and PhotoShop.
- Basic knowledge of HTML layout and web-based content management systems.

- Familiarity with marketing applications of social networking platforms such as Facebook, Twitter and You Tube.
- Adept at collection and use of statistical data.
- Good verbal communications skills.
- Excellent writing, editing and proofreading skills.
- Highly organized and detail-oriented.
- Proven ability to manage multiple projects and deadlines.
- Creative and intuitive thinker, enthusiastic, self-motivated individual who can work independently as well as be a valuable team player.
- Proficient in MS Office, especially Word, Excel and PowerPoint.
- Possess valid BC Drivers license.
- Bilingualism (English and French) is an asset.

This position is open until filled. Individuals of aboriginal descent are strongly encouraged to apply.

Interested candidates are requested to submit their application in confidence to:

Director, Human Resources
Prince Rupert Port Authority
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Email: careers@rupertport.com