



JOB OPPORTUNITY

Pattison Sign Group is a highly successful, North American company growing organically and through ongoing acquisitions. It is one of the world's largest sign and physical branding element companies, with three manufacturing facilities, six sales offices and over 650 employees across North America.

The company is dedicated to absolute customer satisfaction and ultimate quality in its products and services. It is ISO certified to ensure Total Quality in its products and services. The culture of the company is focused on performance and accountability and supports employee empowerment and development.

The company operates independently within The Jim Pattison Group, headquartered in Vancouver and comprised of over 565 locations worldwide. The Jim Pattison Group is broadly based across the automotive, media, packaging, food sales and distribution, magazine distribution, entertainment, export and financial industries. With sales of over \$12.7 billion in 2020 and more than 51,000 employees, the Jim Pattison Group is the second largest private company in Canada.

OVERVIEW

Working closely with the EVP&COO as well as the VP Corporate Services, we are looking for a talented Brand Communications Manager to create and maintain a strong brand identity for our company and support the execution of the communications strategy. Your role is to establish a brand strategy in line with the company objectives and then implement marketing and communication strategies to accomplish the branding. You will be involved in everything from brand identity, marketing communications, sales content, newsletters, employee intranet to social media.

Your role will be to ensure that a consistent, desirable message is conveyed through the company's communications channels. You will be involved with training sales staff so that they understand the brand message and how to emphasize it in their communications. The ultimate goal is to effectively develop a brand image for PSG and all its divisions that is appealing to customers and helps increase engagement with both customers and employees.

We are looking for a proactive, self-driven, committed, resilient and a creative communicator with excellent communication and social marketing skills. The ideal candidate would demonstrate an independent personality, quick learning ability to gain a market understanding and astounding research capabilities to stay ahead of market trends.

KEY RESPONSIBILITIES:

Brand strategy:

- Setting style guides, brand guidelines, brand vision and value proposition for short as well as long term strategies.
- Competitor and customer insights analysis.
- Research audience preferences and discover current trends.
- Identifying the appropriate channels to promote services, programs and executing communication strategies aimed at maximizing reach.

Social Media:

- Planning and execution of all communications and media actions on all channels, including online, intranet and social media.
- Measure web traffic and monitor SEO including lead generation.
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.
- Train co-workers to use social media in a cohesive and beneficial way.
- Facilitate online conversations with customers and respond to queries.
- Report on online reviews and feedback from customers and fans..
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Oversee social media accounts' layout.
- Suggest new ways to attract and engage prospective customers & employees.

Communication:

- Create external and internal engaging communications around corporate strategy and messaging.
- Develop and share newsletters to share to employees and external stakeholders.
- Manage the Intranet for the entire organization.

Content creation:

- Creating and managing promotional collateral to establish and maintain product/company branding.
- Create engaging text, image and video content for internal/external platforms.
- Design posts to sustain readers' curiosity and create buzz around new products/offers and employment.
- Develop and share newsletters to share industry/company updates and general communication (i.e. white papers and interviews).
- Create content for customer presentations and assist as needed with the sales team on branding content.
- The role is company wide and may involve travel to different offices or partner locations as needed.

QUALIFICATIONS and COMPETENCIES

- Degree in Business Communications/Marketing, New media or relevant field.
- Proven work experience within communications/branding industry.
- Excellent communication skills verbal/written. Preferably bilingual (French or Spanish).
- Expertise in multiple social media platforms (currently Instagram, Facebook, LinkedIn with potential to expand to more platforms as well).
- In-depth knowledge of SEO, keyword research and Google Analytics.
- Ability to deliver creative content (text, image and video).
- Familiarity with online marketing strategies and marketing channels.
- Ability to grasp future trends in digital technologies and act proactively.

- Excellent communication skills.
- Multitasking and analytical skills.

To apply, please send your resume to hr@pattisonsign.com on/before **August 10, 2022**