

NOTICE OF POSITION AVAILABLE

Public Relations and Communications Manager

Conair is Canada's most experienced specialty aircraft operations provider, delivering a comprehensive range of aerial fire control products and services to a variety of national and international customers and partners. Our long-standing reputation for providing service excellence makes us an industry leader.

Conair's culture has been built on a team commitment to people, safety and service for 50 years. We are proud of who we are, what we do and how we do it. Our work environment encourages employees to maximize their potential through teamwork and learning and we incorporate our values into everything we do.

People define Conair and we currently have an opening for a Public Relations and Communications Manager.

The PR and Communications Manager is responsible to assist on all internal and external communication initiatives including the execution of the company's overall strategic marketing and sales plans. Main responsibilities include, but not limited to:

Online/Social Media Marketing

- Assist and manage all existing online platforms for Conair Group Inc (Website, Email campaigns, Social platforms, digital advertising, etc.);
- Create, update and manage social media platforms for Conair Group Inc. Create engaging content, promotion of upcoming events and prompt interaction with fans/followers. Develop creative, unique and engaging strategies to ensure the growth of all social platforms;
- Manage and respond to customer inquiries on all online platforms;
- Create and distribute newsletters and mail-outs and, manage all online databases.

Events/Promotions

- Creating strategic marketing initiatives to strengthen the brand through promotions and events;
- Assist in event/promotion marketing and execution;
- Manage on-site event/promotion execution including pre-planning, on-site management, and client relations;
- Work closely with the Sales and Operations teams on all events/promotions.

Advertising

- Assist in all advertising initiatives including but not limited to; copy-writing, approvals of scripts, ads, and spots. Mediums: print, radio, TV, and online;
- Assist and oversee digital advertising campaigns and strategy on: Facebook, Instagram, Google.

Graphic Design/Content Creation

- Work closely with a graphic designer, photographer and videographer to assist in creating marketing assets, online assets, and advertisements. Responsible for ensuring all assets are accurate, engaging and up-to-date;
- Assist in content creation for social media platforms;
- Distribute online and printed assets for all events and promotions.

We are looking for someone with:

- A passion for saving lives, property and the environment through effective aerial firefighting;
- A Self-motivated individual with a strong work ethic and creative ideas;
- Ability to work in a fast-paced environment that involves multi-tasking, collaborative work, and tight deadlines;
- Basic skills in Word, Excel, and Powerpoint;

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- Full-time availability with the ability to work evening and weekends when required.

Training/Education:

- Has a diploma or post-secondary education in Public Relations, Marketing, Communications or related field;
- 3 years minimum in PR, Marketing, Communications or related field;
- Has proven expertise in creating and maintaining a corporate social media presence on LinkedIn, Instagram and Facebook;
- Experience in digital advertising, social media and/or graphic design/photoshop is considered an asset but not required.

If you are qualified and interested in this position, please submit your resume to comework@conair.ca by January 31, 2020 with **Public Relations and Communications Manager** in the subject line.

*****Must be legally entitled to work in Canada (Canadian citizenship or permanent residency)*****