

PERMANENT EMPLOYMENT OPPORTUNITY

Senior Marketing Advisor *Halifax Nova Scotia*

About WCB Nova Scotia

The Workers' Compensation Board of Nova Scotia (WCB Nova Scotia) is the province's provider of workplace injury insurance. We inform and inspire Nova Scotians in the prevention of workplace injury. But if it occurs, we support those whose lives it touches by championing a timely return to safe and healthy work. We also provide caring, compassionate support in the wake of workplace tragedy. Our employees describe the culture as Collaborative, Evolving, Service-Minded and Team-Focused.



About the Role

Reporting to the Manager, Marketing, Brand and Digital, the Senior Marketing Advisor collaborates with cross-functional teams to advise, lead, and implement integrated marketing plans and campaigns; and is responsible for supporting the development and maintenance of WCB's websites and social media channels, with a focus on applying best practices in user experience (UX), social media, web, and email content development to guide approaches.

The Senior Marketing Advisor provides lead support to the Marketing, Brand and Digital Team, CEO, senior management, and the organization on the use of traditional and digital marketing approaches to advance WCB's digital marketing capabilities and data-driven, customized marketing in support of the organisation's strategic goals. The role is responsible for helping to develop and implement WCB's social marketing, digital marketing and brand strategies and plans aimed at improving workplace safety and return-to-work outcomes.

The Senior Market Advisor will be responsible for the following:

- Work collaboratively with the members of the Communications, Marketing and Partnerships Team to deliver the annual Communications and Marketing Strategy. This includes leading the development of plans with input from Advisors, and as project lead, this may include working with the manager to assign activities to team members, providing on-the-job coaching, and guiding and overseeing the delivery of approved initiatives.
- Provide advice and counsel on digital marketing best practices and work collaboratively with relevant internal and external teams to advance WCB's digital strategy (websites and social media presence) integrated with customer experience and digital service opportunities, including email marketing.
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies, monitor and report on marketing tactics.
- Establish market positioning, identify target audiences, and develop data-driven integrated communications and marketing plans with specific objectives across different channels and audiences.
- Work strategically with internal and external partners and contract for and manage supplier relationships as required to support communications goals and objectives.

- Support employee engagement by leveraging digital capabilities and targeted marketing approaches to help keep employees informed and engaged with the WCB brand at a values level.
- Support the CEO and Executive Team and Service Delivery Team in the achievement of the WCB's prevention and return to work mandates.
- Possess superior writing and organizational skills to ensure quality finished products in a fast-paced work environment.

Your Experience & Skills

- Graduation from university, with a degree in Public Relations, Marketing, Communications, or a related field, plus five to seven years' experience in a strategic marketing and communications environment.
- A minimum of 3 years of demonstrated experience in strategic marketing planning and implementation, including digital marketing, email marketing, social media, website strategy and SEO, data analytics (GA or other programs), and content management. This experience should include working with diverse internal and external stakeholders and experience managing projects and advising team members involved in the delivery of multichannel campaigns across the prospect and customer lifecycle and ensuring the alignment of communications and messaging in all channels.
- Experience with customer relationship management systems is an asset.

An equivalent combination of relevant education and experience may be considered.

We offer a competitive compensation package ranging from \$69,709-\$87,131.

Application Details

Please email your resume and cover letter as one document with your name and the job title in the document title (Microsoft Word format) to hrdept@wcb.ns.ca **by 4 pm on March 22, 2024**. In the subject line of your email, please quote competition number: JV 46-24 EXT Senior Marketing Advisor.

We thank all candidates for their interest. Selected candidates will be contacted to participate in interviews (virtual or in-person). Please note: WCB is required to check all employment references before presenting an offer to the successful candidate.

Diverse & Inclusive Workplace

WCB Nova Scotia is an equal opportunity employer, committed to an inclusive workplace culture and an accessible work environment where diversity thrives. WCB Nova Scotia is the province's provider of workplace injury insurance. Our people are safety champions with a caring, compassionate and can-do attitude. At the WCB Nova Scotia, every employee is an important contributor to our organization's corporate goals. We strive to advance our inclusive workplace culture by weaving the social, cultural, visible, and invisible differences of our employees into our way of work. We also take inspiration from the diverse communities we serve across Nova Scotia.

We have adopted a foundational Inclusive Workplace Policy that strives to build upon our core values of safety, care and compassion. We stay in practice to increase our cultural competency and strengthen our relationships with community.

WCB Nova Scotia is committed to an inclusive recruitment process and workplace that is accessible and accommodating to individuals with disabilities and other protected characteristics to support their full participation in the recruitment process and workplace.

Accommodation Request

WCB Nova Scotia is an equal opportunity employer that is committed to working with job candidates and employees to request reasonable accommodation in a confidential manner.

To request accommodation, please contact the Human Resource team by email at hrdept@wcb.ns.ca. All information received will be kept confidential.