**JOB SUMMARY**

The Port of Argentia is currently accepting resumes for a Manager, Marketing & Communications. The ideal candidate has a bachelor’s degree in business administration or commerce with specialization in marketing and/or public communications/media relations and/or business development or equivalent combination of education and experience and five (5) or more years of experience in marketing/business development.

This position is a key member of the Port of Argentia management team and reports to the General Manager (GM) and is primarily responsible for marketing the Port of Argentia (POA) through its social media platforms and stakeholder relationships, facilitating new business development, and providing advice and support.

This permanent position is in Argentia, NL and is a full-time, on-site role. A hybrid work arrangement may be considered.

**RESPONSIBILITIES**

* Provide marketing and communications advice, strategic planning direction, and guidance to management, and execute related marketing duties.
* Oversee the engagement of stakeholders including developing beneficial relations, partnerships, and economic development projects with community groups, agencies, business associations, elected officials, government agencies, and other organizations in POA’s operating environment.
* Perform business development and prospect functions for POA by building relationships with existing and new clients.

**ACTIVITIES**

**Marketing and Communications**

* Craft a detailed marketing and social media strategy for the POA, including strategies for advertising, public relations, and development of collateral materials.
* Create content that will clearly articulate the POA competitive advantages to targeted industry sectors.
* Develop and manage the POA marketing and communications budget.
* Coordinate and implement the elements of the social media strategy and measure results.
* Drive POA’s marketing strategy to achieve measurable results.
* Monitor, analyze, and evaluate the results of marketing and promotional activities.
* Build strong media relationships and create and execute impactful public relations strategies.
* Act as a primary Spokesperson for POA, managing media inquiries and interviews.
* Develop and execute content strategies to support marketing, awareness of POA, and lead generation efforts.
* Create high-impact speeches, presentations, and scripts for executives and others.
* Monitor, update, and post key messages to the POA’s social media platforms.

**Stakeholder Engagement**

* Represent the POA at local, regional, provincial, national, and international meetings, tradeshows and conferences, as required.
* Identify appropriate projects of value to the POA, community partners, government agencies, and other organizations.
* Source funding partners and apply for funding partnerships for projects, staff training courses, and student placements.
* Oversee the development and submission of Requests for Proposals (RFP’s) and applications.
* Implement projects and events, as necessary.

**Business Development**

* Develop and execute strategies to drive business development growth.
* Develop relationships with key stakeholders and provide business development advice.
* Evaluate financial, marketing, operational, human resources, and other elements of business opportunities and business plans presented.
* Provide support to senior management to negotiate terms of lease or purchase arrangements.
* Help resolve early issues relating to start up.
* Assist with periodic tenant operational issues and cooperation among tenants, including actively engaging with tenants on property concerns and working with them to establish property improvements and taking corrective action as required.
* Assist tenants with growth plans, as they arise.
* Serve as client ‘lead’ on assigned business development accounts.

**Talent Management and Growth**

* Manage and provide direction to the Community & Industry Lead.
* Contribute to the development and implementation of organizational strategies and objectives by coordinating the work of employees.
* Encourage a sense of common purpose and direction in the team.
* Set clear performance expectations, monitor and evaluate employee performance.
* Optimize performance of team members.
* Identify opportunities for learning that challenge employees and encourage their professional development.
* Give honest feedback, recognize performance, and address non-performance behaviour.
* Gather employee ideas and input.
* Set challenging goals for self, and model dedication and high performance,
* Facilitate and/or coordinate training of team members.

**Support to the GM**

* Participate in and support the GM in respect to special projects and important meetings.
* Support the preparation of management information reports.
* Assist in preparations for Board of Directors’ presentations relating to expenditure of funds, policy changes, recommendations on business development proposals, travel, and marketing plans.

**Other Duties as Assigned.**

**EDUCATION AND EXPERIENCE**

* A bachelor’s degree from an accredited university in business administration or commerce with specialization in marketing and/or public communications/media relations and/or business development.
* Valid Class 5 Driver’s License.
* Worker’s Health and Safety Representative Certificate or Occupational Health and Safety Committee Training, or willingness to obtain training and certificate once hired.
* Five (5) or more years of experience in marketing/business development.
* Experience in content creation and management in a marketing or similar role.
* Proven experience in media relations, public relations, and corporate communications.
* Expertise in strategy development and execution.
* Experience in writing speeches, presentations, and scripts.
* Proven ability to set and achieve marketing and business development key performance indicators.
* Experience in budget management.
* Experience in the Marine or Energy Industry is considered an asset.

**KNOWLEDGE, SKILLS, AND ATTRIBUTES**

* Strong knowledge of marketing practices and business development.
* Demonstrated ability to engage stakeholders.
* Familiarity with aspects of Argentia land, buildings, in ground infrastructure, dock facilities, and other assets.
* Develop and maintain a comprehensive knowledge of the POA marketing, business, and economic development practices as well as the POA affairs including operations, policies, tenants, and project opportunities.
* Excellent written and verbal communication skills to work with community, business, and government stakeholders, as well as tenants and staff.
* Strong problem-solving skills and ability to work under pressure.
* Strong critical thinking, evaluation, negotiating, coordinating, and monitoring skills.
* Organizational abilities and must be able to function in and support a team environment.
* Flexibility in an environment characterized by continually changing priorities.
* Proficient in the use of MS Office Suite (Word, Excel, and especially PowerPoint).
* Ability to work independently with little direction and within a team environment.

**WORKING CONDITIONS**

* Work is primarily in an office setting, and occasionally outside.
* May be required to work outside of normal business hours.
* Travel required, sometimes internationally.

**ABOUT THE PORT OF ARGENTIA**

Port of Argentia is a heavy industrial seaport located on the southeastern portion of the island of Newfoundland and Labrador, Canada. Formerly the site of a U.S. Naval Base, Argentia is being redeveloped with a diverse group of POA users and tenants involved in renewable energy, marine transportation, aquaculture, manufacturing, construction, offshore energy, mining, and other sectors. POA has established North America’s first monopile marshalling yard in support of US offshore wind.

With a strategic location near the main shipping lanes between North America and Europe, Argentia offers well-maintained infrastructure, a highly skilled local workforce, and significant cost advantages.

Additional information is available at <https://portofargentia.ca/>

Please apply directly to this job posting by **January 23, 2025**. For questions regarding the position, please email Dylan Miles with HR Project Partners at resume@hrproject.ca. While Port of Argentia appreciates all applications, we advise that only candidates under consideration will be contacted.

The Port of Argentia is an equal opportunity employer.