



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/03

Advisor, Marketing Communications

Job ID	84355-en_US-1763
Web Address	https://careers.indigenous.link/viewjob?jobname=84355-en_US-1763
Company	Canadian Pacific
Location	Calgary, AB
Date Posted	From: 2021-04-28 To: 2050-01-01

Description

- Req ID: 84355
- Department: Law
- Job Type: Full-Time
- Position Type: Non-Union
- Location: Calgary, Alberta
- Country: Canada
- % of Travel:
- # of Positions: 1
- Job Available to: Internal & External
- Deadline to apply: 05/10/2021

Canadian Pacific is a transcontinental railway in Canada and the United States with direct links to major ports on the west and east coasts, providing North American customers a competitive rail service with access to key markets in every corner of the globe. CP is growing with its customers, offering a suite of freight transportation services, logistics solutions and supply chain expertise. Visit cpr.ca to see the rail advantages of CP. **PURPOSE OF THE POSITION** Playing a lead role in the development and execution of marketing communications strategies and plans for our Marketing Communications team, you oversee the development and execution of marketing and communications advertising programs, campaigns and strategies for all channels (traditional/online, etc.) in support of all CP lines of business (LOBs). A strong communicator and skilled storyteller, you're passionate about developing communications that drive strong stakeholder engagement. Highly organized, you are adept at keeping multiple projects on time and on budget. **POSITION ACCOUNTABILITIES**

- Oversee the development and execution of marketing and communications strategies for CP branded programs, campaigns and initiatives. Additionally, oversee campaign and program development specific to the tactical execution of advertising, collateral and promotional materials;
- Provide advisory support and strategic counsel to members of the team and LOBs regarding advertising and communications tactics (e.g.; digital/print and program ads, customer tradeshow/events, etc.). This involves researching the most effective tactics to achieve the agreed upon objectives, as well as media planning, buying and trafficking as required to execute these tactics;
- Participate in the development and implementation of messaging for CP's external social/digital content strategy;
- Ensure all marketing communications activities and interactions align with CP's brand vision and values, and maintain a consistently high standard for adherence to the CP Brand Guide;
- Participate in the development of the team marketing dashboard, campaign analysis, as well as conducting ongoing data analysis and tracking of metrics against KPIs;
- Participate in the development of strategic communications on behalf of CP's lines of business (LOBs) which includes copywriting for advertising and marketing campaigns;
- Assist with the development of corporate publications and associated digital content including CP's Annual Report, Diversity and Inclusion report, CSR report and Canadian Pacific Magazine;
- Assist in the development of a monthly content calendar in support of all marketing communications and media/public

relations activities and LOB campaigns;

- As other needs arise, provide support for the team and other LOBs as required (e.g.; Sponsorships & Events or digital image/graphic requests);

POSITION REQUIREMENTS

- Post-secondary degree within the fields of Marketing/Advertising/Communications;
- 3-6 years' relevant experience and working knowledge of internal/external marketing communications tactics, channels and tools;
- Excellent interpersonal, verbal and written communications skills;
- Highly organized, detail oriented, you are adept at keeping multiple projects on time and on budget;
- Strong service orientation committed to building effective relationships;
- Ability to work independently, accurately and effectively within a fast-paced environment;
- Strong analytical skills and exceptional attention to detail;
- Familiarity with web and social media channels, tools, applications and techniques is an asset;
- Advertising experience an asset;

WHAT CP HAS TO OFFER:

- Flexible and competitive benefits package
- Competitive company pension plan
- Employee Share Purchase Plan
- Performance Incentive Program
- Annual Fitness Subsidy

ADDITIONAL INFORMATION: As an employer with national presence, the possibility does exist that the location of your position may be changed based on organizational requirements. **Background Investigation:** The successful candidate will need to successfully complete the following clearances:

- Criminal history check
- Reference check

Management Conductor Program: Becoming a qualified conductor or locomotive engineer is the single best way for a management employee to learn the business at CP. You may be required to obtain a certification or to maintain your current certification/qualification as a conductor or locomotive engineer. CP is an equal opportunity employer committed to the principles of employment equity and inclusion. We welcome applications from all qualified individuals. All applicant information will be managed in accordance with the federal Personal Information Protection and Electronic Documents Act ("PIPEDA").

For more information, visit [Canadian Pacific for Advisor, Marketing Communications](#)