



This moment brought to you by
MARINE ATLANTIC

At Marine Atlantic, we need people like you to create moments like this.

Communications Specialist

One Year Term

At Marine Atlantic, we do so much more than get people from point A to point B. Whether it's reunions, long-awaited trips home, or the start of a new adventure, we bring people together. We couldn't bring people together every day without our own dedicated employees. Our employees embody our core values; they are diverse, safety oriented team-players who exhibit integrity and commitment, and always strive for excellence. Their understanding and commitment to our values make our employees an invaluable part of our organization.

Marine Atlantic is currently looking for **Communications Specialist** to work with our Corporate Communications Department for a one-year term. The successful candidate may choose to work from our North Sydney, Port aux Basques, or St. John's location.

The Corporate Communications Department works closely with all divisions within the organization to generate support, internally and externally, for the corporate vision, business objectives, and to enhance Marine Atlantic's reputation through effective messaging and communications processes.

The Communications Specialist is involved in planning, writing and editing content as well as maintaining digital platforms. The individual will be strategic with strong analytical skills and technologically savvy. The Communications Specialist will work collaboratively with other members of the Corporate Communications team to meet needs of the internal and external communications functions.



Marine Atlantic
Marine Atlantique

Canada

marineatlantic.ca/hiringnow

Additional Key Areas of Responsibility:

- Write and edit content for employee and external communication vehicles that supports key operating messages and goals.
- Create digital communications strategic plans, monitor digital media channels, proactively look for communications opportunities.
- Work with cross-functional groups to establish priorities, goals, & objectives.
- Serve as a Communications liaison with other members of the Marine Atlantic team.
- Perform routine functions for the department including issuing employee notices, updating intranet & employee digital signage.
- Develop monthly analytic reports for employee communications vehicles.
- Content planning for employee communications and social media platforms.
- Work with others either on the Corporate Communications team and/or a project team, develop and execute communications plans.
- Identify potential issues that may positively or adversely impact the Corporation's reputation and develop plans to either capitalize on the opportunity or recommend actions to mitigate negative impact.
- Work closely with other members of the Corporate Communications team to develop material for the organization's intranet.
- Keep abreast of evolving communications and engagement trends.
- Work diligently, to promote a physically and psychologically safe working environment, that is diverse, accessible, inclusive and equitable
- Assist in the accomplishment of company objectives by performing other related duties as required.

What qualifications do I need to be considered for this opportunity?

Education and Experience

Undergraduate degree with a focus on Communications, Marketing, Public Relations or equivalent

OR

A combination of equivalent education, job-related training, and work experience in a related position.

Additional Qualifications

- Creative thinker who is self-driven, collaborative, has demonstrated initiative and capable of working in a fast-paced environment
- Self-starter and able to work in an environment with ambiguity



Marine Atlantic
Marine Atlantique

Canada

marineatlantic.ca/hiringnow

- Excellent interpersonal and highly developed communication skills (verbal and written)
- Ability to communicate across diverse audiences and at all levels and build and nurture cross-functional relationships and foster partnerships.
- Strong analytical, critical and creative thinking skills
- Strong organizational skills with the ability to handle multiple activities and tight timelines
- Strong MS Office skills – Word, Outlook
- Experience and Corporate knowledge in social media platforms
- Proven history of contributing to an inclusive, respectful and safe workplace while upholding corporate values and working effectively as part of a team.

Asset Qualification

- Knowledge of photography & video
- Bilingualism (English and French)

Why work for the Marine Atlantic team?

As part of the Marine Atlantic team, you will participate in a variety of ongoing training programs and development opportunities to navigate your career and chart your course for success. We provide a positive and inclusive work culture that is dedicated to creating an environment which promotes diversity, employee growth, career development, and job satisfaction. Some benefits of working with Marine Atlantic include competitive salaries, defined benefit pension plan, comprehensive health benefit packages, and professional development opportunities. Come experience the pride of working with an organization with newly constructed and revitalized infrastructure that has positioned itself for the future.

How do I become a part of the team?

If you meet the listed qualifications, are interested in this opportunity and exemplify our core values, please apply online before **4 pm (Atlantic Time) on 22 April 2022**.

All applicants must apply online:

www.marineatlantic.ca/hiringnow

Note

- Marine Atlantic recognizes the importance of vaccination to reduce the risk of spreading COVID-19 while continuing to provide an essential service to the province of Newfoundland and



Marine Atlantic
Marine Atlantique

Canada

marineatlantic.ca/hiringnow

Labrador. All employees are required to follow Marine Atlantic Covid-19 protocols. As mandated by the Government of Canada, all employees, including new hires, are required to be fully vaccinated for COVID-19, unless a reasonable accommodation is requested and authorized based on one of the prohibited grounds of discrimination as defined by the Canadian Human Rights Act. As part of the recruitment process, proof of vaccination for COVID-19 will be required or the necessary documentation to provide an approved accommodation.

Additional Information

Marine Atlantic is a Federal Crown Corporation that provides a vital ferry service link between Newfoundland and Labrador and mainland Canada.

At Marine Atlantic, we are dedicated to building and fostering an inclusive and diverse environment, where all employees and customers feel welcomed, valued, and respected.

Marine Atlantic invites applications from all qualified candidates and hires on the basis of merit. We are committed to the principles of equitable employment for all and strongly encourage applications from women, Indigenous Peoples, persons with disabilities, visible minorities and 2SLGBTQIA+ community members. If you are a member of one or more of these groups, please state to which group(s) you identify in your cover letter, resume or application.

To receive this job poster in an alternative format or to discuss alternate ways of completing the online application, please contact the Marine Atlantic Human Resources Department, in confidence, at recruiting@marine-atlantic.ca.

We are committed to providing an inclusive and barrier-free work environment, starting with the recruitment process. If you need to be accommodated during any phase of the evaluation process, contact the Marine Atlantic Human Resources Department, in confidence, at recruiting@marine-atlantic.ca.

