

Job Posting:

Marketing & Communications Manager

About Synergy Enterprises

At Synergy Enterprises, our mission is to empower climate action. Synergy helps companies measure and reduce their environmental impact, specializing in greenhouse gas (GHG) accounting, decarbonization strategies, and clean technology adoption. Our clients are primarily tourism, technology, transportation, mining and manufacturing businesses. Our full-service programs help organizations measure their impact, set GHG reduction targets, engage stakeholders, implement solutions to reduce emissions, achieve carbon neutrality and communicate results.

We believe in using business as a force for good which is why Synergy is a Certified B Corp. We are proud of our hard-working, passionate team and our internal policies that support wellness, continuing education, and living true to our values. As we grow our team, we are looking for individuals who share those values.

Synergy Enterprises is committed to supporting Justice, Equity, Diversity, and Inclusion in the workplace. We are committed to equal employment opportunities regardless of race, color, ancestry, religion, gender, sexual orientation, ability, socio-economic status, or age.

For this position, we are looking for a candidate with a strong marketing background and an interest in applying their skills in marketing, communications and business development in a purpose-driven company.

Hiring Process

Please submit a cover letter & resume to admin@synergyenterprises.ca by April 19th, 2024.

A shortlist of applicants will be selected for an interview with our executive team in late April. Some candidates may be asked to participate in a second interview. We'll call references and notify interviewees of our decision by mid May.

April 19th, 2024 – Posting Closes

April 26th, 2024 – Shortlist Notified

April 29th - May 10th, 2024 - Interviews

Late May – 1st Day at Synergy (TBD)

Job Description - Marketing & Communications Manager

Title	Marketing & Communications Manager
Location	Synergy Office: #500-765 Broughton St, Victoria BC With flexibility to work from home part time. Remote positions will be considered.
Term	Full Time, May 2024 start, standard 3 month probation
Hours & Salary	\$32-35 per hour or \$62,000-68,250 per year depending on experience; 37.5 hours per week (flexible)
Time Off & Benefits	2 weeks paid vacation per year, unlimited unpaid vacation, phone stipend \$25/month, extended health benefits package starting at 3 months

ABOUT THIS POSITION

The **Marketing & Communications Manager** will be responsible for planning and implementing a broad range of marketing strategies and tactics. As the company's primary point of contact for marketing and communications, this role will ensure consistent messaging across various marketing channels and continually evaluate whether our marketing efforts align with company goals, elevate our brand positioning, and effectively reach our target audiences.

This role will also support internal business development priorities, including crafting client proposals, developing presentations, writing blogs and thought leadership pieces, videos and more.

As needed, the Marketing & Communications Manager will support our Technical and Client Services teams to deliver client projects related to regenerative business and decarbonization. This role will be tasked with developing content for marketing and communications-related deliverables (e.g. Communication Strategies, educational videos), and designing and polishing slide decks and reports.

Internal Duties

- Execute a multi-platform marketing strategy in line with company objectives
- Track the effectiveness of various initiatives and adjusting as needed
- Develop marketing & communications materials (e.g. flatsheets, information packages)
- Oversee our online presence, including maintaining our website and social media
- Proposal writing and regular reviews of bid posting sites
- Manage designers and other marketing contractors as needed
- Organize webinars and client education sessions
- Video editing as needed

Client Duties (As Needed)

- Develop content for marketing and communications-related deliverables
- Support with stakeholder communications and engagement
- Designing and polishing reports and slide decks
- Research as needed
- Other duties as required

Experience & Skills Required:

- 4-6 years experience in a marketing & communications role, preferably in sustainability, renewable energy, clean tech and/or regenerative business
- Proficiency with Adobe, Canva and other design software programs
- Experience with Wix and other website platforms
- Understands and can communicate corporate sustainability principles
- Excellent written and verbal communication skills
- Strong attention to detail
- Ability to self-direct and work independently

Perks & Benefits

Extended Health & Dental - Health and dental benefits (including life insurance) are available to staff after completing three months of employment. Synergy will cover 70% of the cost, while the employee covers 30%. Additional information upon request.

Unlimited Vacation - In addition to paid time off, staff may request unlimited unpaid time off.

Phone Stipend - \$25 phone stipend per month.

Paid Volunteering - Volunteering for a cause that is outside of our core work but still mission-aligned and supporting our network of businesses is encouraged. Every calendar year full-time employees are permitted to spend two hours each quarter volunteering for a cause that is focused on sustainability or environmental conservation.

Wellness Days - Each full-time staff is entitled to five paid wellness/sick days per year. These can be used to avoid burnout or to book healthcare appointments. The spirit of this policy is to have a 'take care of yourself day.'

Flexible Work - At Synergy we aim to balance having a collaborative work environment with efficiencies and benefits of working both in office and from home.

Career and Professional Development – Synergy is committed to creating meaningful careers and will pay for professional development courses and conferences to help our team grow and prosper.