



Communications Manager – TechImpact

- Job Type: Full-Time Contract
- Experience Level: Intermediate
- Term Position: Until March 31, 2023
- On-Site/ Remote: Remote and physically located in New Brunswick

About TechImpact

Accelerating Digital Transformation and Innovation across Atlantic Canada

TechImpact is a private sector-led organization focused on building a vibrant and growing digital economy in Atlantic Canada. TechImpact collaborates with partners to drive growth in our IT workforce, foster digital transformation, and help businesses grow. Founded in 2009, our members are digital business leaders who know that leveraging technology in our economy, education system, and within government is key to a resilient, self-sufficient economic future.

We want you to be part of our team at a time when transformation is underway. Supporting our region's successes is crucial to building the momentum we need to advance our digital economy, fill jobs, and grow opportunities.

Help us share the success stories of business innovation and digital transformation, communicate successes, and opportunities, and inspire others to come and be a part of the potential that's unfolding here now.

The Role

Advance Digital Transformation and Tell the story of New Brunswick's Digital Brand

The Communications Manager oversees communications and engagement of the programs. It is meaningful and impactful work where you will grow, learn, and significantly contribute to helping our digital economy transform. The Communications Manager role will support:

- **Storytelling of our New Brunswick Digital Economy and Brand**

New Brunswick is a small place where big things happen. With a population of 800,000, we have seen epic exits and a technology sector that continues to produce astounding success stories. Beyond the tech sector, New Brunswick companies in more traditional industries have been accelerating tech adoption, driving research and innovation in advanced manufacturing, geomatics, ocean tech, digital health, and energy to name a few. Another highly strategic niche is our cybersecurity industry, including blue-chip companies, ambitious startups, and the internationally recognized Canadian Institute of Cybersecurity at the University of New Brunswick. We need to tell more stories, highlight success, build our digital brand, and demonstrate the opportunities and capabilities that exist and why others should come here.

- **BRICKS program**

This role will support the BRICKS Program in building awareness of the UNB Master of Applied Cybersecurity program and the BRICKS program. BRICKS is a unique program developed by the Canadian Institute for Cybersecurity (CIC), the University of New Brunswick (UNB), TechImpact, Bell, and is financially supported in part by the Atlantic Canada Opportunities Agency (ACOA). The goal is



to build more cybersecurity by supporting the universities' efforts to grow enrollment in the Master of Applied Cybersecurity program and connect highly skilled students with cybersecurity career opportunities in Atlantic Canada. This includes growing awareness of New Brunswick as a cybersecurity leader in Canada and all the work that is happening now with the CIC and other partners.

This position is a full-time contract position until March 31, 2023, with a strong likelihood of an extension. The position is remote, and the role can be fulfilled from anywhere in New Brunswick.

Responsibilities

- **Communications, Content Development and Management**– This position will work closely with the UNB BRICKS Program team and an external communication agency to build materials that tell the program stories and more digital stories happening within the province. The successful candidate must have experience in communications, messaging, and storytelling. This position will share these stories on social media, write stories for publications, and create content for TechImpact's website. This position will also support other members as required with their communications efforts.
- **Program Co-ordination** - This role will work closely with the stakeholders to ensure all parties are fulfilling their roles and responsibilities as outlined in the BRICKS project plan. This position will be responsible for program administration, report writing, and communicating project updates.
- **Partner Management** - This role will be responsible for managing partner communications. This includes communications of outcomes in monthly meetings. This will include assessing the program with regular feedback loops with each stakeholder group and changing and adjusting as required.
- **Digital Sector Awareness** – This role will be responsible to grow awareness of New Brunswick as cybersecurity and digital leader in Canada
- **Building Digital Assets** – This position will assist in the creation of new digital assets working with an agency that will assist and will be responsible for building communications strategies and tactical plans that are executed under your leadership.

Qualifications

- Working experience in digital marketing and communications is required
- Experience with program coordination and/or management
- Degree or accreditation in business, marketing, and communications
- Experience in developing and implementing strategic communications plans
- Experience with HubSpot or other content management systems, social media, and website management

Knowledge, Skills and Abilities

- Knowledge of and experience in business partnerships, community relations, issues management, and communications.
- Strong writer and self-starter who can quickly grasp business concepts and translate them into easy-to-understand communications materials
- Strong organizational skills
- Familiarity/curiosity with the technology industry and desire to learn more



- Comfortable with public speaking
- Strong communication skills (written and oral)
- Adaptable and versatile
- Manage stakeholder expectations
- Work independently but also collaboratively with a variety of individuals in a remote working culture and environment

Assets or Preferences

- Bilingualism is an asset while the day to day working language is English
- Familiarity with the UNB Masters of Cybersecurity program, cybersecurity, and the Canadian Institute for Cybersecurity (CIC) is an asset
- An equivalent combination of education, training and experience may be considered.

Salary

The salary will be dependent on experience and qualifications.

How to apply

Please send your cover letter and resume to talent@techimpact.it