



The Board of Trade
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St. John's, NL, A1C 2G1
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Job Posting

Marketing & Communications Advisor (Maternity Leave Coverage)

The Board of Trade

Are you a strong communicator with a marketing mindset? Someone who knows how to take an established brand and bring it to life through thoughtful, consistent execution across digital channels, campaigns, and events?

The Board of Trade is seeking a **Marketing & Communications Advisor** (18-month maternity leave coverage) to support and deliver on our marketing and communications efforts. This role is perfect for someone who thrives in turning strategy into impactful content, campaigns, and member engagement that resonates with our member and business community.

About the Role

As Marketing & Communications Advisor, you will execute the Board of Trade's internal and external marketing and communications activities, ensuring consistency, quality, and alignment with our brand, voice, and strategic priorities. You will create cohesive content, deliver digital campaigns, manage social media, oversee event marketing and communications, and use tools like Canva, Hootsuite, and Mailchimp to help our programs, events, and initiatives make a meaningful impact on the business community.

Working closely with the senior leadership team, you will maintain momentum across campaigns, programs, and events, supporting our mission to celebrate, support, and connect businesses so they can grow and thrive.

The Board of Trade is Newfoundland and Labrador's business advocate, bringing together industries, sectors, and diverse perspectives to foster a thriving business community. This role is ideal for someone who enjoys executing marketing and communications with precision, staying on top of trends, and connecting with members in a dynamic, team-focused environment.

What You'll Do

- Execute the Board of Trade's marketing and communications plans, ensuring consistency and alignment across all channels
 - Ensure adherence to established brand voice, messaging, and positioning
 - Develop and deliver content across platforms, including social media, email, web, and promotional materials, documents, using engaging visuals/design to enhance messaging
 - Manage day-to-day social media operations, including scheduling, campaign execution, and performance tracking
 - Support the promotion and delivery of events and programs, including marketing, communications, and on-site coordination
 - Coordinate with internal teams to support marketing/communications needs across the organization
 - Maintain and grow member engagement initiatives through strong, consistent communication
 - Support stakeholder communications and relationship management
 - Stay on top of marketing and social media trends, helping the organization remain current and relevant
 - Other duties as required
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What You Bring

- 3-5 years of experience in marketing, communications, or public relations
- Post-secondary education in marketing, communications, public relations (or equivalent experience)
- Proven ability to plan, create, and execute content and marketing campaigns across multiple channels
- Proficient in Canva (or similar design tools) with an eye for visual storytelling and brand consistency + working within established strategies, brand guidelines, and processes
- Experience using social media and marketing tools such as Hootsuite and Mailchimp and other digital platforms to schedule, track, and organize campaigns
- Experience leading event marketing, communications, and promotions, including pre-event marketing, on-site support, and post-event content
- Excellent writing skills with a strong sense of audience and tone
- Highly organized with the ability to manage multiple priorities and deadlines
- Media liaison experience considered an asset

Who You Are

- A doer who takes pride in consistency and execution
 - Detail-oriented and highly organized
 - A strong writer and content creator
 - Collaborative and easy to work with across teams
 - Adaptable and comfortable stepping into an established role
 - Someone who values clarity, consistency, and delivering high-quality work
 - A people person who enjoys connecting with members, building relationships, and engaging a community
 - Marketing-savvy, aware of trends, and eager to keep our brand current and relevant
 - A people person who enjoys connecting with members, building relationships, and engaging a community!
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Why Join Us?

This is a chance to step into a role where you can make an immediate impact. You'll be executing campaigns, creating content, managing social media, and supporting events that help our members thrive.

You'll be part of a collaborative, energetic team that values consistency, creativity, and getting things done. This is your opportunity to help a respected organization show up in a clear, engaging, and meaningful way for Newfoundland and Labrador's business community.

If you're ready to roll up your sleeves, deliver results, and be part of a team that makes things happen, we want to hear from you. **Ready to jump in and make an impact? Apply today.**
Expected Start Date: May 25th.

To Apply:

Please send your résumé, cover letter, and any relevant work samples (such as marketing campaigns, social media posts, event materials, or content you've created) in a single PDF file by Thursday, April 30th, 12:59PM (NST) to: jobs@bot.nf.ca

For questions, please reach out to:

Shanelle Clowe-Hillier

Manager of Communications, Board of Trade

sclowe@bot.nf.ca

The Board of Trade encourages applications from all qualified individuals, including women, persons with disabilities, visible minorities, Indigenous Peoples, and individuals of any gender identity or sexual orientation. The Board of Trade is dedicated to fostering a positive, supportive, and inclusive environment. If you are contacted for an interview and require accommodations or alternative accessibility arrangements, please contact us to ensure your needs are met. We thank all applicants for their interest. However, only those candidates selected for interviews will be contacted.