

## Manager, Marketing and Communications, Western Canada

### Who we are:

The Western Canada team manages two extended producer responsibility programs for residential packaging and paper recycling – one in British Columbia and one in Saskatchewan.

Recycle BC is a not-for-profit organization responsible for residential packaging and paper recycling throughout British Columbia, servicing over two million households or over 99% of BC. We ensure packaging and paper products are collected from households and recycling depots, sorted, and responsibly managed and recycled. Recycle BC provides recycling services either directly to communities or by working in partnership with collectors like local governments, First Nations, private companies, and other not-for-profit organizations. Over 195 communities participate in our recycling collection program, and more are serviced by our recycling depots. Each year over 200,000 tonnes of material are collected from households and depots. Our program is funded by businesses, like retailers, manufacturers and restaurants that supply packaging and paper products to BC residents, shifting costs away from homeowners.

SK Recycles is a Saskatchewan-based not-for-profit organization that supports businesses supplying packaging and paper meet their obligations under Saskatchewan's Household Packaging and Paper Stewardship Program Regulations. SK Recycles is responsible for management and recycling of household packaging and paper, distributed to Saskatchewan residents by businesses. We partner with local governments, First Nations, and Métis communities, private companies and other organizations to collect these materials and work with businesses and organizations to receive, sort, and recycle, so that all packaging and paper can become new materials. To advance packaging and paper recycling, SK Recycles will provide support and education, while expanding opportunities to make recycling easier and more consistent across the province.

### Extended Producer Responsibility

Extended producer responsibility, or EPR, is a policy approach in which producers – the businesses that supply packaging and paper to residents – are financially and, in some cases, operationally responsible for those materials over their full life cycle, including end-of-life management. Recycling programs founded on the principles of EPR have the following benefits:

- Improve recycling rates
- Facilitate investments in recycling infrastructure and technology
- Create an integrated material management supply chain
- Increase program efficiencies
- Support broader promotion and education

EPR is an effective mechanism for improving recycling rates and advancing the circular economy.

### What we care about:

We care about our business and our people. We want to work with a motivated, detail-driven team player who will build great relationships with our dedicated team, residents, our partners, and other interested parties. Our values of innovation, trust, knowledge, service, and integrity should resonate with you.

We offer competitive salaries and an extensive benefits package that includes a professional development benefit, personal wellness benefit, RRSP matching program, and medical/dental group benefit coverage. Any travel expenses incurred related to the position are fully reimbursed and mileage is also reimbursed at competitive rates.

We work in a hybrid work environment that enables team members to work at the SK Recycles office in Saskatoon, the Recycle BC office in North Vancouver or a remote work location.

#### **Position Overview:**

Reporting to the Director, Marketing and Communications, the Manager, Marketing and Communications plays a pivotal role in advancing public awareness, operational alignment and community outreach for Recycle BC and SK Recycles. This position leads the development and delivery of operational communications, including program updates, service transitions to Recycle BC and SK Recycles, new organizational initiatives and the production of key materials such as annual recycling guides.

The Manager provides strategic oversight of the Community Events Team, ensuring high quality engagement through well-executed, branded outreach events. They also cultivate and manage strategic partnerships and sponsorships to enhance public education efforts and build brand awareness. The Manager oversees digital and social marketing and communications, including program websites, social media channels, email campaigns, apps, SEO and reporting and analytics. Internally, the role ensures staff are well-informed and aligned through clear and timely communications, while also collaborating with operations teams to identify service challenges and translate them into targeted communications strategies.

#### **General Responsibilities:**

##### **Operational Communications**

- Develop and deliver operational communications for program updates, service transitions, and new initiatives.
- Lead the full development cycle of the annual recycling guide, including internal coordination, content development, timelines, design oversight, and production.
- Partner with collection teams to identify service issues and design communications strategies that address them.

##### **Sponsorships and Partnerships**

- Identify, develop, and manage strategic partnerships and sponsorships aligned with public education and engagement goals.
- Collaborate with municipalities, community groups, and environmental organizations on co-branded campaigns and joint initiatives.
- Manage sponsorship terms, deliverables, and activations, ensuring brand consistency and messaging alignment.
- Track engagement, metrics, and impact to evaluate partnership success.
- Represent the organization in partnership discussions and planning.

##### **Internal Communications**

- Create clear, timely messaging to inform staff about key updates, initiatives, and events.
- Collaborate with leadership and departments to ensure communications support organizational goals and reflect company values.

### **Community Events Team**

- Provide strategic direction to the BC-based Community Events Team, ensuring outreach activities align with program goals and engage diverse communities.
- Oversee the creation and production of event materials (e.g. signage, flyers, promotional items).
- Monitor event outcomes and feedback to improve future engagement strategies.
- Explore and support the planning of a Community Events Team in Saskatchewan.

### **Additional Marketing and Communications**

- Provide organizational marketing and communications support as needed.
- Liaise with agencies and suppliers for development of program materials.
- Support awareness and engagement campaigns.

### **Qualifications**

- Graduate or post-secondary education in communications, marketing, public relations and/or related experience.
- 5+ years of communications and marketing related experience.
- Experience managing or leading individuals or teams is an asset.
- Some exposure to environmental issues would be an asset.
- Former roles that required developing public education materials, managing sponsorships and/or partnerships and community event planning and execution is an asset.
- Experience working in or with local governments or environmental organizations is considered an asset.

### **Desirable Skills and Attributes**

- Agency experience is considered a strong asset.
- Highly detail-oriented, efficient and organized, with the ability to manage competing priorities and get things done with precision.
- Strong time management skills, able to juggle multiple tasks, deadlines, and stakeholders simultaneously.
- Energetic, lively, and creative. You are excited to bring on new ideas.
- Experience managing or coaching individuals or small teams would be an asset.
- A portfolio of work that demonstrates strong writing, content strategy, and public engagement execution.
- Experience translating complex operational challenges into clear public messaging.
- Understanding of digital tools and channels (web, email, social media, SEO, analytics).
- Experience with environmental organizations or public sector work is a plus.
- Familiarity with EPR, recycling systems, or circular economy topics is a plus.

### **Additional Information**

#### **Working Hours**

- Covering the core hours of operation, 9:00 AM to 3:00 PM local time, this is a Full-Time position, scheduled forty (40) hours per week, working not less than 37.5 hours per week.
- Extra or flexible hours may be required on occasion.

#### **Remote and/or Field Work**

- Hybrid work environment that enables team members to work at the Recycle BC office in North Vancouver, the SK Recycles office in Saskatoon or a remote work location.

**Travel**

- This role may require occasional out-of-province travel.

To apply, please submit your resume directly to: [Alexandra.Bunardzic@summitsearchgroup.com](mailto:Alexandra.Bunardzic@summitsearchgroup.com)

**Please note only qualified individuals will be contacted.**