



MARKETING & COMMUNICATIONS SPECIALIST

LET US INTRODUCE OURSELVES!

Sigfusson Northern, historically a family-owned business, has entered its 4th generation of ownership encompassing employee participation. Our primary focus is building strong and lasting relationships with our employees, our clients, and the communities we serve. Ongoing growth and diversification have positioned Sigfusson Northern at the forefront of heavy civil construction and general contracting, known for our ability to overcome any obstacle. Tough, reliable, and quality-driven, we consistently deliver the highest value. We know the north. We are multi-faceted. We help lift communities. We embrace new technology. And we are highly skilled.

WHAT THE ROLE IS ALL ABOUT!

HEY! Do you want to be an integral part of the growth and succession at Sigfusson Northern AND a key strategic resource for the entire company?

Reporting to the Director, People & Culture, the Marketing & Communications Specialist is accountable for developing, implementing, and integrating the internal and external marketing and communications strategy across the organization. This role will collaborate with all department leaders and relevant external stakeholders creating impactful marketing, communications, and branding content that aligns with our company standards and values.

ESSENTIAL CONTRIBUTIONS WE NEED FROM YOU IN THIS ROLE!

- Execute internal communications and marketing content to lead the organization through major events, changes and transformations.
- Provide expertise and guidance to the senior management and executive team in drafting various communication materials.
- Collaborate with senior management and provide guidance and direction on developing departmental specific marketing and communication content.
- Develop, implement, and upkeep core policies, processes, and standards related to marketing and communications. Ensure all managers and employees are operating in compliance to these policies, processes, and standards.
- Oversee and lead all marketing and communication initiatives at Sigfusson Northern including but not limited to crisis management, video production, content marketing, change management, reputation management, and public relations. Ensure there is a detailed and documented plan for each initiative.
- Accountable for managing all the social media platforms at Sigfusson Northern. Ensure professionalism, consistency, mitigate risks, and ensure alignment with our core values.
- Accountable for leading and managing the Sigfusson Northern yearly calendar initiative.
- Collaborate with the Director, People & Culture to oversee, maintain, and consistently update Sigfusson Northern's internal communications platform.



- Accountable to manage, update, and maintain the Sigfusson Northern website and all subsidiary websites associated with Sigfusson Northern such as Third Dimension Industries (3DI) and Northern Modular.
- Work with third-party marketing and communication service providers as required and be the direct point of contact for all marketing and communication inquiries at Sigfusson Northern.
- Continually assess internal communication processes, audience engagement, and audience feedback to enhance and improve current processes.
- Research and create regular and strategic content resulting in engagement and audience growth for the company.
- Accountable to ensure the company brand guide, brand standards, marketing and communication guidelines are continuously upheld internally and externally. This includes but not limited to email signatures, presentation templates, company letterhead, logo usage etc.
- Assess and track KPI's along with market and industry trends to enhance and improve the company's marketing and communication strategy.
- Provide regular updates, strategy improvements, market trends/shifts to direct supervisor to enhance the company brand.

WHAT WILL MAKE YOU A POSITIVE IMPACT?

- Established and proven experience in a marketing and communications position for a medium-to-large sized company.
- Post-secondary education in marketing, communications, public relations, or an equivalent level of experience.
- Experience working in the construction industry will be considered an asset.
- Advanced experience with MS Office, social media platforms, and content creating/publishing software (Photoshop, Adobe, Canva etc.)
- Experience creating and managing content on Facebook, X, Instagram, TikTok, and LinkedIn.
- Influential interactive skills and the ability to build strong relationships with internal and external clients.
- Enhanced technical writing skills and the ability to create professional documents and marketing materials that attract various audiences.
- Prioritizes attention to detail and professionalism during all aspects of the role including document and content creation.
- Brings good energy to the work environment and is naturally able to motivate and influence others.
- Motivated to remain knowledgeable and up to speed with current trends in the market to enhance the company reputation.
- Ability to approach conversations and interview internal and external stakeholders with confidence and professionalism.
- Prioritize the health, safety, quality, and environmental standards of the employees, company, project environments and strives to hold a strong safety record.
- The ability to promote and ensure compliance with company policies and procedures effectively and professionally.
- Understands the importance of collaboration with various departments to ensure success for the entire company.
- Ability to provide and receive constructive feedback, and the ability to manage and resolve conflicts in a professional manner.



- Recognize the importance of constructive and effective working relationships with both internal and external team members and individuals.
- Ability to work in a fast-paced, always changing environment, which requires critical thinking and last-minute priority adjustments.
- Ability to listen, process, and effectively communicate with others when decision-making and collaborating with various departments.
- Ability to understand the importance of team success vs. personal success and promote collaboration and teamwork, reflecting our values.
- Must be able to present a clear security clearance check prior to commencing employment.

READY TO JOIN US?

If you are ready to send us your application, please click Apply, attach your resume and submit it directly to our **People & Culture team**.

Only those moving forward in the process will be contacted by our dynamic team of Recruiters!

EQUAL OPPORTUNITY EMPLOYER? YOU BET!

The finalized base pay for a successful candidate at Sigfusson Northern is determined based on several job-related influences such as experience, training, market demands, location, role expectations etc.

Sigfusson Northern is proud to be an employer who provides equal opportunities. Our team is successful because we consist of individuals from all backgrounds who contribute diverse experiences, perceptions, and skillsets that allow our company to continuously develop, grow, and succeed.

CAREER GROWTH? ABSOLUTELY!

We are known to work on challenging yet exciting projects, and we know our success comes from our people. Growth opportunities are available and your personal and career growth are a top priority for us. We are confident you will elevate your skillset and be provided with continuous learning opportunities throughout your entire career with Sigfusson Northern.

MENTAL, PHYSICAL, & FINANCIAL HEALTH FOCUS? ALWAYS!

WE CARE is one of our core values and we truly care about your mental, physical, and financial health. **Time to recharge?** Yes. We have a great work-life balance initiative which includes a competitive vacation program and flexibility. **Competitive salaries & benefits?** Yes. We are always ensuring our employees are taken care of and we offer an appealing compensation and benefits package, along with additional perks. **Financial support?** Sigfusson Northern provides access to financial outlets and has educational sessions to assist our employees with financial planning and preparation. We care about your future!

A COLLABORATIVE, MOTIVATING, AND FUN ENVIRONMENT? OF COURSE!

In your first few days, it's all about getting settled in, meeting your new teammates, and ensuring you have everything you need to be successful in your role. We care about first impressions, and we want to make sure you have the best one. Our onboarding experience is something we take seriously, and we



want you to feel valued as soon as you walk through the door. We continuously put on exciting company events, celebrations, and have recognition programs to show our employees that we appreciate them, and we encourage collaboration, and a dynamic, strong, and positive workplace culture.

SO, WHY CHOOSE US?

- Our **company culture**; it's something unique and special.
- This opportunity allows you to be a **valued leader** in our company.
- The opportunity to bring a **renewed perspective** and innovative approaches to our project operations.
- **Competitive salary, above market bonus program.**
- An **employee-owned** company.
- **Employer paid** benefits.
- **RSP/DPSP** Program.
- **Learning and development** opportunities and reimbursements.
- Continuous **leadership training** provided.