

Marketing & Communications Specialist

November 12, 2024

For over 60 years, LAPP has proudly provided stable and secure pensions. With more than 304,451 members and assets in excess of over \$63 billion, LAPP is one of Canada's leading pension plans and a model for success in today's complex pension landscape. LAPP Corporation acts as trustee and administrator of LAPP and is responsible for managing the Plan in the best interests of its members. LAPP Corporation is responsible for overseeing the work of service providers for the Plan to ensure the delivery of pension benefits and the long-term sustainability of the Plan.

LAPP Corporation is a growing organization of enthusiastic, talented professionals who expertly manage risk, strategically deliver solutions, and earnestly support the important work of providing a secure lifetime pension for hundreds of thousands of Albertans. LAPP Corporation is currently looking for a Marketing & Communications Specialist to join their team.

PURPOSE

The Marketing and Communications Specialist works as part of a team that supports several of the organization's business priorities for LAPP (i) Growth – LAPP is sustainable and pursues growth for the future (ii) Identity – An independent LAPP is recognized as a unique and distinguishable pension organization. (iii) Organizational Effectiveness – LAPP is a highly functioning organization. Primary areas of responsibility include (a) Operational needs (b) Brand identity requirements (c) Growth initiative materials.

REPORTS TO

Executive Director, Marketing & Communications

MAJOR RESPONSIBILITIES & ACTIVITIES

Operational:

- Overall be able to interpret complex pension information and re-write it into plain language terminology for targeted audiences across a variety of channels with a consistent tone and Brand voice. Some of these materials may include corporate announcements, corporate profiles, annual reports, news releases, backgrounders, brochures, presentations, e-newsletters, fact sheets, web pages, newsletters, advertisements, speeches, social media, collateral material, marketing campaigns, and other communication initiatives as assigned.
- Website updates with friendly and compelling text that is plain language and brand voice appropriate.
- Create reports and track website analytics to determine the effectiveness of content.
- Review website optimization to improve user experience on desktop and mobile, design, display.
- Proof employer communication including e-news updates and apply brand voice and employer targeted messaging.
- Design elements for inclusion in PPT, InDesign, etc. that is brand appropriate.
- Implement items from the already created strategic communication plan.

- Foster strong relationships with internal & external partners in meeting their marketing and communication needs internally and externally.

Brand Identity:

- Assist in the completion of LAPP Corporation and Alberta Pension Services (APS) communication documentation/website changes that will occur following a recent brand inventory and audit.
- Ensure alignment and correct tone and verbiage is used throughout all LAPP communication pieces from both our service providers as well as throughout LAPP Corporation. All changes will follow our brand guidelines (once developed) and a more solid and shared brand identity will be consistently followed internally and with all our stakeholders.
- Develop ongoing social media content. In addition to writing and adding compelling visual content to LinkedIn, explore the development of a Facebook, Instagram, and YouTube account.
- Gather and analyze all online analytics and suggest tactics to improve engagement and content.
- Maintain active database & information on media opportunities. Send media releases and obtain coverage of compelling news stories both in the eye of the public but also through the pension network for example – Benefits & Monitor, etc.
- Assist in the maintenance of an active database on employer opportunities.
- Develop written materials to promote desired narratives surrounding corporate reputation, business initiatives or strategic priorities. This may include web content, blogs, podcasts, trade publication articles, etc.
- Participate in planning and implementation of continuous refinement and development of on-line/off-line brand & presence using a variety of marketing techniques.
- Assist in cultivating partnership opportunities for employers.

Growth:

- Aid in the creation of new marketing/promotional materials to attract new employers.
- Represent and provide compelling messages at various tradeshow and conferences with the intent to grow membership and attract new employers.
- Additional content creation for targeted member segments.
- Work with external providers as needed to develop videos for both the website and social media.

KNOWLEDGE, SKILLS & ABILITIES

- Considerable knowledge of general marketing and communications principles, concepts, and methodologies.
- Excellent written communication skills - ability to write clearly and the ability to adapt and change writing styles for various audiences; ability to assess audience needs to produce audience-centric communications.
- Excellent oral communication skills - ability to present to internal & external audiences.
- Proficient in website content management systems.
- Ability to translate technical material into plain language.

- Ability to ensure accuracy and timeliness of communications material while ensuring quality standards are met.
- Proven ability to prioritize and manage multiple information project demands while under pressure and organize a demanding workload.
- Ability to interpret and apply policy documents as they relate to communications products.
- Ability to liaise with graphic artists, photographers, printers and contracted service providers to determine requirements, negotiate timelines, and establish production terms and techniques.
- Ability to manage resources to achieve goals and objectives including the ability to effectively negotiate with executive and senior staff on communications recommendations and deliverables.
- Ability to establish and maintain strong working relationships with staff and with our two service providers APS & AIMCo.
- Ability to communicate by providing and obtaining information in a timely manner, and at an appropriate level and format, while maintaining confidentiality.
- Demonstrated ability to plan, organize, establish priorities and deliver results on time.
- Strong working knowledge of and direct experience with relevant social media platforms for communications, marketing, advertising, and promotions.
- Graphics layout, and design.
- Photography and photo editing an asset.
- Development of charts, graphs, and graphics for website and print materials.
- Knowledge and experience with print and online newsletter production.
- Proficiency of Adobe Creative Suite
- High degree of professionalism and judgment.
- Collaborative, communicative and transparent.

QUALIFICATIONS

- Degree or diploma in marketing, communications, or public relations.
- A minimum of 5+ years' experience working in a marketing and/or communications environment.
- Equivalent education, experience, and professional certification may be considered.
- Professional accreditation or membership with IABC or CPRS is an asset.
- Pension knowledge/experience is an asset.

CONTACTS

Interested applicants should submit their resume and cover letter to hr@lapp.ca by November 28, 2024.

OTHER CONSIDERATIONS

- This is currently a permanent position with an anticipated start date of January 7, 2025.
- Position located in Edmonton, Alberta, and a potential for a hybrid work environment.
- Occasional travel to events/presentations throughout the province may be required.