Meewasin Valley Authority
402 Third Avenue South
Saskatoon, Saskatchewan S7K3G5
Phone (306) 665-6887 Fax (306) 665-6117

Employment Opportunity

POSITION: Marketing Specialist

CLASSIFICATION & RATE: S6 – Annual Salary $55,077 - $66,948

BENEFITS: Meewasin offers a generous benefits package including extended health, dental, disability and life insurance as well as a matched pension.

START DATE: December 2026

OTHER: Full time position; 37.5 hours per week; three weeks of earned annual vacation; earned days off schedule. This is an SGEU in-scope position.

LOCATION: Saskatoon

JOB DESCRIPTION: Attached.

TO APPLY:

To apply, please email your resume in Word or PDF format, to **jobs@meewasin.com**, using the position title as the subject of the email. Only those applications who have been selected for an interview will be contacted. Application closes on **November 20, 2026**.

Our Recruitment Process

We are committed to a fair, transparent, and respectful recruitment experience. Shortlisted candidates will be contacted for next steps, which may include a phone or virtual interview and role-specific assessments. We aim to keep shortlisted applicants informed throughout the process.

Accessibility & Accommodation

Accommodation is available upon request throughout the recruitment process. If you require support at any stage, please contact **jobs@meewasin.com**.

Who Should Apply

The listed qualifications provide an overview of the knowledge and experience needed for this role. Applicants who can demonstrate closely related or transferable skills are welcome to apply, even if their experience does not match every requirement exactly.

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Marketing Specialist

Organizational Description:

Meewasin is a purpose-driven team dedicated to conserving the cultural and natural resources of the South Saskatchewan River Valley for the benefit of present and future generations. We are committed to delivering strategic priorities for maintaining a healthy & vibrant river valley, growing a sense of community, and protecting the legacy of the region that follows an amazing 100-year plan. All Meewasin's successes could not be achieved without our hardworking, adaptable, and dedicated team.

Meewasin is the steward of the beautiful Meewasin Valley which is on Treaty Six Territory and the traditional homeland of the Métis people. We acknowledge this as part of our organization's efforts towards reconciliation and honor the vast knowledge held by traditional Indigenous caretakers of the land as we work alongside them today.

For nearly 50 years, Meewasin Valley Authority has been protecting and conserving the South Saskatchewan River Valley while creating spaces where community, nature, and culture connect.

As we approach our 50th anniversary in 2029, explore the opportunity of designation as a National Urban Park, and undertake a bold brand refresh and the creation of a comprehensive marketing and communications strategy, we are looking for someone who can help us tell our story authentically and creatively.

Role Purpose

Reporting to the Director of Marketing and Funds Development, the Marketing Specialist is responsible for translating Meewasin's strategic priorities into effective marketing campaigns, compelling storytelling, and engaging digital experiences that build awareness, deepen community connection, and inspire participation and support.

The Marketing Specialist independently plans, develops, implements, and evaluates marketing initiatives across digital platforms, campaigns, content, and community-facing communications. Working within Meewasin's marketing and communications strategy, brand standards, budgets, and organizational priorities, this role exercises professional judgment to recommend approaches, make day-to-day marketing decisions, identify opportunities, and continuously improve performance.

Through strong storytelling, creative problem-solving, and data-informed decision-making, the Marketing Specialist brings Meewasin's work to life, capturing the voices and experiences of staff, volunteers, donors, partners, and community members. The role works collaboratively across the organization to

ensure marketing activities are aligned, effective, and reflective of Meewasin's mission and values.

The Marketing Specialist may also provide project leadership, guidance, and coordination to other staff, contractors, or students supporting marketing activities, as organizational needs evolve.

If you are passionate about community-building, conservation, creativity, and meaningful storytelling, this may be the role for you.

Duties

1. Marketing Planning, Campaigns and Brand Development

- Translate Meewasin's marketing and communications strategy into integrated campaign plans, content strategies, timelines, channel recommendations, and measures of success.
- Independently plan, develop, implement, and evaluate marketing campaigns supporting awareness, conservation, education, tourism experiences, fundraising, events, and other organizational priorities.
- Recommend appropriate audiences, messaging, creative approaches, channels, and promotional tactics based on campaign objectives, audience needs, available resources, and performance insights.
- Make day-to-day marketing decisions within approved strategic direction, brand standards, budgets, and delegated authority, seeking direction or approval when decisions have significant financial, reputational, strategic, or organizational implications.
- Identify opportunities to strengthen Meewasin's brand, audience engagement, community reach, and consistency across communications and organizational touchpoints.
- Support implementation and ongoing refinement of Meewasin's marketing and communications strategy and brand evolution.

2. Storytelling, Content Creation and Digital Marketing

- Develop and deliver compelling written, visual, and digital content that communicates Meewasin's impact, priorities, and role in the Valley.
- Identify and pursue storytelling opportunities across conservation, education, tourism, development, volunteers, donors, partners, and community experiences.
- Manage Meewasin's social media channels, including content planning, creation, publishing, community engagement, and ongoing optimization.
- Develop and manage email marketing and electronic newsletters, including content planning, audience engagement, and performance evaluation.
- Manage and improve website content and user-facing digital experiences, including contributing to website redevelopment and content for the Meewasin App.
- Capture, edit, organize, and maintain photography and video assets, coordinating professional photography and other creative resources as needed.
- Maintain consistency in brand voice, visual identity, accessibility, and messaging across marketing materials and platforms.
- Use data and audience insights to adjust tactics, improve content effectiveness, and inform future campaign planning.

3. Media & External Relations

- Manage and respond to media inquiries.
- Draft media releases and support media relations.
- Support speech writing and key message development.

- Explore opportunities for external partnerships and community collaborations.

Note: A detailed list of responsibilities and expectations will be provided upon assumption of duties.

Role Requirements

The ideal candidate will have:

- A degree or diploma in marketing, communications, journalism, or a related field, or an equivalent combination of education and experience.
- Minimum of 3 years' experience in marketing and communications.
- Experience independently planning and delivering marketing campaigns, digital content, or communications initiatives.
- Demonstrated ability to translate strategic objectives into practical marketing plans and make sound decisions about messaging, channels, and tactics.
- Experience managing social media platforms and developing content across written, visual, and digital formats.
- Strong writing, editing, storytelling, photography, videography, and content-production skills.
- Experience interpreting marketing analytics and using performance insights to recommend and implement improvements.
- Experience with digital marketing tools and platforms, such as social media advertising, email marketing, website content management, and analytics tools.
- Strong project management, organizational, and prioritization skills, with the ability to manage multiple projects independently.
- The ability to build productive relationships, work collaboratively across teams, and communicate recommendations clearly.
- Demonstrated initiative, sound judgment, adaptability, and commitment to continuous learning.
- Ability to interpret digital analytics (Google Analytics, social media metrics, etc.)
- Proficiency in Microsoft Office and relevant marketing and creative software, such as Canva or Adobe Creative Suite. Experience with Mailchimp, WordPress, Webflow, or comparable platforms is an asset.
- A satisfactory Criminal Record Check, including a vulnerable sector check, is required prior to appointment.
- A valid driver's license.
- Availability for work occasionally on weekends or evenings.