

Job Profile

Marketing and Communications Specialist

Job Title:	Marketing and Communications Specialist	Job Category:	Staff
Location:	Calgary, Alberta, Canada	Travel Required:	Occasional
Level/Salary Range:		Position Type:	Term, Full-Time
Reports to:	Director of External Relations and Communications	Date posted:	May 5, 2025

Job Description

Carbon Management Canada (CMC) is looking for a Marketing and Communications Specialist for a one-year term position with the strong possibility of extension to a permanent role to support the delivery of CMC's corporate marketing and communications strategy and to support communications activities for a variety of projects at CMC.

An initial project of focus is CMC's new three-year Talent Acceleration and Career Training in Low-carbon Energy (TACTILE) project, which will engage professionals in industry, recent graduates, youths, and various other stakeholders interested in learning and applying skills in carbon capture utilization and storage (CCUS). Specifically, TACTILE will develop and deliver CCUS-focused education and training to 1,200 students in conjunction with industry, education partners, and career and community-serving agencies.

Key responsibilities and duties of the position are establishing, implementing and monitoring the digital strategy for the organization, supporting communications planning and strategy for CMC projects, developing content and supporting outreach activities and events.

The day-to-day tasks of the Marketing and Communications Specialist include:

- Develop and execute strategic plans across social media platforms to increase audience reach and engagement, promote the facilities, activities and achievements of CMC and its partners, and position CMC as a thought-leader in the CCUS and fugitive methane emissions detection spaces
- Provide tactical communications and marketing support for CMC's projects and initiatives
- Support project work with industry partners and key stakeholders
- Manage a variety of communications platforms (Adobe Creative Suite, Canva, Hootsuite, etc.) to develop and deliver professional communications and marketing materials
- Write and develop content to update and maintain the website, newsletters and social media

- Conduct research and interviews with staff and stakeholders to develop content
- Maintain a calendar of outreach activities and events to keep the CMC team informed
- Support the development, promotion and execution of events, including trade shows, conferences, workshops and webinars
- Manage the CMC brand in external- and internal-facing communications
- Create and review presentations, reports and other content to ensure alignment with brand
- Monitor and analyze analytics for newsletters, websites and social media and make suggestions to improve engagement
- Other duties as assigned

Required Skills and Qualifications

- Diploma or degree in communications, marketing, or a related and relevant discipline
- 2+ years' experience communicating technical information clearly and concisely
- Ability to prioritize multiple projects with strong time management skills
- Strong interpersonal skills and ability to work independently and ask questions when necessary
- Ability to take a proactive role executing and completing projects and tasks
- Experience using social media platforms including LinkedIn, X, Instagram, Facebook and YouTube, as well as experience with scheduling platforms such as Hootsuite
- Strong writing, proofreading, and editing skills
- Experience with content management systems including WordPress and Wix, as well as marketing tools such as Canva, MailChimp and EventBrite
- Demonstrated ability to think critically, solve problems creatively, and manage multiple assignments
- Attention to detail
- Ability to develop and foster collaborative, productive relationships with staff and external clients and stakeholders
- Class 5 Driver's License

Preferred Skills and Qualifications

- Strong writing skills and knowledge of CP Style.
- Membership in or accreditation from the International Association of Business Communicators or the Canadian Public Relations Society
- Familiarity with photography, filming, producing, and editing videos, podcasts and graphic content using Adobe Creative Suite or Canva
- Previous experience in the energy sector and/or familiarity with CCUS and carbon management

- Willingness to travel for work and be comfortable visiting CMC's field site in southeastern Alberta on a regular basis.

About CMC

CMC specializes in advancing strategies and technologies for emissions storage, management and reduction that shape Canada's low-carbon landscape. CMC provides applied research programs and technical services for geological CO₂ storage (CGS) to support CCUS deployment; testing and validation of atmospheric fugitive emissions monitoring technology; and CCUS education, training and outreach initiatives. CMC develops monitoring, measurement, and verification (MMV) strategies and validates technologies at its Newell County Field Research Station (FRS). These technologies ensure long-term safety and environmental protection by verifying that injected CO₂ behaves as expected in the subsurface. As a non-profit organization, typical CMC projects and programs leverage industry support and cost-share against grants from federal or provincial funding agencies.

CMC is an equal opportunity employer with a diverse staff and a collaborative team culture. CMC offers a competitive compensation package including flexible leave and hybrid work policies, professional development opportunities, RRSP matching, and medical/dental coverage and health spending account.

Note: CMC incentive programs have certain eligibility requirements and may be subject to employment type.

How to Apply

Send your resume and cover letter to admin@cmcghg.com by 11:59 pm on Friday, May 23, 2025.

Applicants must be legally eligible to work in Canada at the time of application to be considered. Please note, only those candidates chosen to continue through the selection process will be contacted.

Carbon Management Canada
3535 Research Road NW, Calgary, Alberta, Canada T2L 2K8

t: 403.210.9784 f: 403.210.9398

cmcghg.com