

# Manager of Marketing and Communications



ADI Group Inc. requires a Manager of Marketing and Communications at our head office in Fredericton, NB. The successful candidate will be responsible for various marketing and communications initiatives.

## Key responsibilities of this new position will include:

- Develop and execute internal and external communications strategies;
- Monitor effectiveness and promote continual evolution of communications strategies;
- Implement and manage customer relationship management system;
- Create and manage business opportunities database;
- Create and manage proposal database;
- Create and manage employee resume database;
- Plan and coordinate marketing activities;
- Manage digital and print media including brochures and website content;
- Tradeshow, conference and promotional event selection and feedback analysis;
- Marketing materials for tradeshows, conferences and promotional events;
- Liaise with vendors providing web hosting, web design, graphic design and printing.

## Qualifications:

- Degree in marketing, media, communications or business
- 3-5 years experience in communications and marketing
- Proficiency in Microsoft Excel, PowerPoint and Word
- Superior communications skills
- Technical writing experience
- Experience with CRM, Adobe Illustrator and InDesign an asset

ADI Group Inc. is an Atlantic Canadian employee-owned company that delivers projects around the world. We offer a dynamic, professional work environment for career-minded individuals.

If you are interested in working for a growing multi-disciplined company, we encourage you to apply in confidence via e-mail to the address below by September 16, 2011:

### OUR MISSION:

**Success through  
satisfied customers**

[www.adi.ca](http://www.adi.ca)

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ADI Group Inc. is committed to Employment Equity and offers a competitive salary and progressive employee benefits package.