



Marketing and Communications Manager

January 2026

The **Great Lakes and St. Lawrence Cities Initiative** is a leading multinational coalition of municipal and Indigenous leaders committed to driving economic prosperity while safeguarding the freshwater resources of the Great Lakes and St. Lawrence River Region. Joining our team means stepping into a vibrant, fast-moving environment where you'll collaborate directly with mayors, senior municipal officials, and other influential decision-makers—alongside American and Canadian colleagues passionate about making a real difference.

We're looking for a U.S.-based **Marketing and Communications Manager** to drive growth in the organization's brand and member and partner engagement and help oversee the delivery of impactful and engaging events throughout the year. You'll report to the Chief Operations Officer and collaborate closely with our President / CEO. This is a **full-time, fully remote position**.

Our ideal candidate brings hands-on experience in marketing and communications, as well as event management. If you're ready to put your skills and interests to work to advance the interests of one of North America's most important economic regions and a globally significant freshwater resource, **we want to hear from you**.

The **deadline to apply for this position is Friday, February 13, 2026**. We thank all candidates in advance for their application, but only those contacted for an interview will receive a reply.

MAJOR DUTIES AND RESPONSIBILITIES

- Design and execute comprehensive marketing plans that align with company objectives and drive growth, including social media and member engagement strategies.
- Oversee the planning, execution, and optimization of marketing campaigns across various channels, including digital, print, and social media.
- Ensure consistent brand messaging across all marketing materials and platforms to strengthen brand presence and recognition in the market.
- Oversee and complete the overhaul of the organization's website and ensure that content is relevant and updated in line with organizational developments.
- Manage marketing and events budgets, ensuring effective allocation of resources, including managing external marcom and events consultants, to maximize return on investment.

- Monitor, analyze, and report on the effectiveness of marketing initiatives using key metrics, and adjust strategies as needed based on data-driven insights.
- Maintain the organization's Marketing and Communications Calendar.
- Oversee the creation of high-quality content, including newsletters, e-blasts, blogs, annual reports, fundraising guides, social media posts and shareable content for Cities Initiative members that engage and inform our target audience.
- Work closely with the Policy, Program and Development teams in events and marketing communications execution.
- Oversee the development and execution of key organizational events, including the Annual Conference, regional Water Leaders Summits, and Midyear Member Assembly.
- Develop an individual donation marketing strategy, including donation landing page and compelling content to encourage financial contributions from individuals.

KEY QUALIFICATIONS AND COMPETENCIES

- **Qualifications:**
 - Education: Bachelor's degree in Marketing, Business, or a related field.
 - Experience: Minimum of five (5) years of experience in marketing, with at least two years in a campaign and/or project management role.
 - Professional fluency in English; French proficiency considered an asset.
 - Eligibility to work in the United States; ability and willingness to travel in Canada and the U.S.
- **Competencies:**
 - Excellent written and verbal communication skills.
 - Strong organizational and project management skills.
 - Ability to analyze data and translate insights into actionable strategies.
 - Creative thinking and problem-solving abilities.
 - Proficiency in digital marketing tools and platforms (e.g., Google Analytics, SEO, SEM).
 - Interest in environmental and economic development subject matter, and willingness to become a content expert in the organization's strategic pillars (Economic Transformation; Healthy Lakes and Rivers; Safe and Affordable Water; Climate and Coastal Resilience)
 - Adept at all forms of social media and experience developing and executing against social media plans, with specific fluency in: Facebook, LinkedIn, X, Instagram, and YouTube.
 - Ability to develop and manage events and marketing budgets.
 - Ability to develop materials in Canva and/or Adobe Illustrator and Photoshop, for materials production. (Note: Candidate is not expected to be a designer but will be

- expected to perform copy editing and production work and produce basic design work internally while managing an external design team).
- Strong skillset in all Microsoft 365 software, Constant Contact, WordPress, and Google Analytics.
 - Knowledge of Donor Perfect and/or other CRMs preferred.

WHAT WE OFFER

- **Salary starting at US\$60,000 to US\$70,000 annually contingent on qualifications**, with a comprehensive benefits package.
- A collaborative and innovative remote work environment.

Work Location

This position is fully remote. Candidates must be based in the U.S. Great Lakes-St. Lawrence River Region.

HOW TO APPLY

Send a cover letter and a resume to the attention of Phil Murphy-Rhéaume, Chief Operations Officer, at admin@gslcities.org. The subject line should read “Marketing and Communications Manager – First and Last Name of Applicant.”

ABOUT THE GREAT LAKES AND ST. LAWRENCE CITIES INITIATIVE

The Great Lakes and St. Lawrence Cities Initiative is a multinational coalition of municipal and Indigenous government executives representing communities in the Great Lakes and St. Lawrence River Region who are working to promote economic prosperity in our communities and protect our fresh water for the benefit of current and future generations. With more than 400 communities represented, from Western Lake Superior to the Gulf of the St. Lawrence, the Cities Initiative is leading the way in advancing the environmental, economic, and social health of the region by addressing issues impacting its residents.