

Positive⁺

November 21, 2024

Job Opening:

Director, Communications and Community Engagement

Location: Positive Materials Inc. office in Bathurst, New Brunswick

Overview

We are seeking a dynamic, intelligent and personable individual, with excellent written and verbal communication skills, to become our Director of Communications and Community Engagement. The successful applicant will lead our public-facing educational initiatives, help us to develop clear community understanding of our business and to build relationships within the Chaleur Region.

Project Positive⁺ is an exciting new green manufacturing initiative in the early evaluation and planning stages being advanced by Positive Materials Inc, a private Canadian company that is advancing an initiative to build a battery materials production facility in Belledune, New Brunswick. A “go” or “no-go” decision for this project is expected around mid-2026. Positive aims to conduct extensive community engagement, to help residents learn about its business plan, and so that the company’s team can get valuable community feedback and learn about the local setting. Positive seeks to integrate the project well into the local community fabric. For that, the company needs to be able to engage early in this process and to communicate well.

The ideal candidate will be a highly motivated, bilingual professional (French and English), who has deep roots in the local community, and brings an outgoing and positive personality to the role. This is a key leadership position, responsible for shaping and executing our community engagement and communications plan.

Key Responsibilities:

- **Strategic Communications:** Develop and implement a comprehensive communications action plan that aligns with the company’s objectives and engages key stakeholders, including First Nations, local communities, government, media, and industry partners.
- **Community Engagement:** Build and maintain deep understanding of Project Positive⁺ and strong relationships with local communities, ensuring clarity and transparency in communication. Act as a primary liaison between the company and community leaders, residents, and local organizations. Make the company easily accessible and understandable to local residents.

- **Public Relations & Media:** Act as the spokesperson for the company in the region and manage media relations. Efficiently, accurately and effectively address public inquiries and comments.
- **Stakeholder Management:** Collaborate with internal teams and external stakeholders, including local government, regulatory bodies, and community organizations, to ensure accurate community understanding of the project and to solicit meaningful local input into its evaluation and planning.
- **Event and Meeting Planning:** Organize community meetings, public consultation opportunities, open houses and other outreach activities to promote awareness and understanding of the project, and to foster positive relationships with key audiences across the region, often at various times of day, including evenings and weekends. Significant regional travel will be required.
- **Reporting:** Provide regular updates and insights to the company's executive team on local events, community sentiment, engagement progress, and communications performance.

Qualifications:

- **Education:** Bachelor's degree in communications, public relations, business, or a related field. A background in science or engineering is a plus but not mandatory.
- **Experience:** 5+ years of experience in communications, public relations, or community engagement.
- **Language Skills:** Fluent in both French and English, with strong written and verbal communication skills.
- **Community Network:** A deep understanding of and connection to the Chaleur Region's social, business and government environment is highly desirable.
- **Interpersonal Skills:** A charismatic and natural communicator with an outgoing, positive attitude, able to build rapport with diverse audiences.
- **Strategic Thinking:** Ability to develop and execute long-term communication strategies while adapting to the evolving needs of a start-up in the battery materials sector.
- **Problem-Solving:** Strong decision-making, and problem-solving abilities, especially in high-pressure situations.
- **Organizational Skills:** Excellent project management skills with the ability to manage multiple initiatives simultaneously.
- **Technological Proficiency:** Proficient with Microsoft 365 and digital communication tools. Technological aptitude is a bonus, especially experience with CRM systems and social media platforms.

Preferred Qualities:

- Demonstrated leadership in community engagement initiatives, with a proven track record of building relationships and trust in local communities.
- Dedication to the objectives set and agreed plan.
- Flexibility and ability to roll sleeves up.
- Ability to work independently, with a proactive, entrepreneurial spirit that thrives in a dynamic environment.

How to Apply:

Interested candidates are invited to submit their resume and a cover letter detailing their relevant experience and qualifications to David@posmat.ca.

Positive Materials Inc. is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

For more information about Positive Materials Inc., please visit www.posmat.ca.