



Communications Manager, Atlantic Salmon Federation, St. Andrews, NB.

Founded in 1948, ASF's mission is to conserve and restore wild Atlantic salmon and their environment. We partner with anglers, Indigenous organizations, and the conservation community on large habitat restoration projects, scientific research, and campaigns that protect the environment and benefit river communities. Smart and timely communication is essential to our cause.

Reporting to the Executive Director of Communications, ASF is hiring a bilingual Communications Manager to help lead our engagement, advocacy, and public relations work throughout Eastern North America.

Roles and Responsibilities

- External and internal communications: Social media, blogs, press releases, and old-fashioned letters are a regular part of ASF communications. The Communications Manager will lead and assist in these multimedia efforts.
- Website and digital asset management: Working with the communications team, the Communications Manager will be responsible for keeping ASF.ca updated, clean, and interesting. Maintaining ASF's digital archive of photographs, video, and important texts will also be the Communications Manager's responsibility.
- Strategic communication: The Communications Manager will assist in the development and execution of annual strategic communication plans for the organization.
- Creative storytelling and special projects: The Communications Manager will be a part of the editorial team for the *Atlantic Salmon Journal*, our quarterly magazine, and will generally help conceive, plan, and execute creative content and special projects for ASF.

Essential Qualifications

- A post-secondary degree or certificate and at least three years of work in a related field.
- Written and spoken English and French
- A valid driver's license
- Flexibility to work evenings and weekends as required

Atlantic Salmon Federation



Fédération du Saumon Atlantique

Desirable Characteristics

- Highly organized, task oriented, and resilient
- Solid tech skills including photo and video editing experience
- Excellent work ethic and self-supportive

ASF offers a competitive salary and benefits package coupled with a dynamic and purposeful work environment. Please submit a resume and cover letter before

December 15th to careers@asf.ca