



Social Media & Community Relations Specialist, Marketing

Description

WESTMAN COMMUNICATIONS GROUP (Westman) is seeking applications from energetic, highly motivated individuals to become part of our growing team! Westman is an industry-leading communications provider based in Brandon MB, offering residential and commercial High-Speed Internet, Digital TV, and Phone services in communities across Manitoba. Established in 1977, as a locally owned and operated cooperative, Westman is dedicated to delivering competitive and innovative services, providing an exceptional member experience, and supporting the communities we serve.

What we have to offer:

- Competitive compensation package.
- Comprehensive group benefits plan (extended health; life; dental; vision; GRRSP; and health and wellness).
- Various Learning and Development initiatives, and opportunities to grow within our team!
- Opportunity to participate in company events and activities and enjoy our company perks!

What you'll do:

- Assist in the creating, preparing, implementing, and facilitation of marketing programs; lead in the execution of community and special events for WCG staff and/or members.
- Create content that encourages subscribership, engagement, and visibility across all WCG brands and through all communication vehicles.

Closing Date

April 18, 2026

Categories

Rural Opportunities

Employer

Westman
Communications
Group

Location

Rural

Address

1906 Park Avenue
Brandon, R7B0R9

Job Type

Full-time

Education Level

College

- Generate and interpret digital data to measure the impact of marketing efforts and aid in data-driven decisions.
- Analyze and report on consumer behaviour and track the performance of marketing campaigns.
- Optimize website content and utilize contextual marketing to gather user data, better understand customer needs, and strategically optimize WCG's website.
- Research new and alternative ways to optimize social media activities to increase engagement.
- Continuously monitor and provide timely updates to WCG and WCGtv social media accounts, including acting as the primary responder to social media inquiries/comments.

Qualification

What you'll bring to the team:

- Bachelor's degree or college diploma in Marketing, Business Administration, Communications, or a related field is required.
- Minimum 4 years of experience in marketing, social media management, professional writing, and event coordination is required; minimum of 3 years of customer service experience is required.
- Demonstrated mastery of Facebook, Instagram, X, LinkedIn, YouTube, and TikTok.
- Proficient with Microsoft 365 (SharePoint, Excel, etc.) and Adobe Creative Cloud (Photoshop, InDesign).
- Superior writing, editing, and proofreading skills with a focus on brand voice.
- Must be willing and able to work flexible hours (evenings/weekends) for community events.
- Must hold and maintain a valid driver's license.
* A combination of education and experience may be considered.