



Job Posting **Manager, Corporate Communications**

Located in the North Thompson Valley, **Simpcw Resources Group ("SRG")** is a fully-owned Indigenous business dedicated to creating sustainable economic opportunities within the Simpcw'ulécw (Simpcw Territory). Guided by respect for the land, environment, and Simpcw culture, we deliver operational, environmental, construction, civil, trucking, safety, training, and professional services across a diverse range of industries. We are committed to fostering self-sufficiency, supporting long-term community growth, and balancing economic development with environmental stewardship. Our team of dedicated, talented, and innovative individuals is critical to our success as we continue to build strong partnerships, support our communities, and create opportunities for future generations.

Simpcw Resources Group is seeking an experienced **Manager, Corporate Communications** to lead and oversee the organization's Communications Department. This role is responsible for developing and executing enterprise-wide communications strategies while providing leadership, direction, and mentorship to a growing communications team.

Reporting to the Executive Leadership Team, the Communications Manager will oversee all aspects of internal and external communications, corporate branding, media relations, digital communications, social media, content development, community engagement, stakeholder relations, and organizational storytelling across SRG's businesses and operations. The successful candidate will be a strategic leader and trusted advisor who can build a high-performing team, strengthen SRG's brand and reputation, and ensure communications support the organization's long-term vision and business objectives.

Our ideal candidate has the **following qualifications**:

- Post-secondary **education in** Communications, Public Relations, Marketing, Journalism, Business Administration, or a related field.
- **Minimum 7** years of progressive communications, public relations, marketing, or corporate communications experience.
- **Minimum 3** years of leadership experience managing communications professionals or marketing and communications teams.
- Demonstrated success developing and executing strategic communications plans and campaigns.
- Experience leading communications initiatives within a complex, multi-division organization.
- Exceptional writing, editing, storytelling, and presentation skills.
- Strong understanding of branding, reputation management, media relations, and stakeholder engagement.
- Experience managing websites, social media platforms, digital communications, and content strategies.
- Experience developing communication materials for executive leadership, employees, community members, clients, partners, and government stakeholders.
- Demonstrated project management, organizational, and budget management skills.
- Ability to build collaborative relationships across all levels of an organization.
- Experience working with Indigenous communities, organizations, or governments is considered a strong asset.
- Photography, videography, graphic design, or content production experience is considered an asset.
- Valid Class 5 Driver's License.



In this role you will:

Communications Department Leadership

- Lead, mentor, coach, and develop a high-performing communications team.
- Establish departmental priorities, goals, work plans, and performance measurements aligned with organizational objectives.
- Recruit, onboard, and retain communications staff.
- Conduct performance reviews and support employee growth and development.
- Oversee departmental workload planning, resource allocation, and project prioritization.
- Foster a culture of collaboration, accountability, creativity, and continuous improvement.
- Manage departmental budgets, external consultants, agencies, and service providers.
- Serve as the organization's communications subject matter expert and strategic advisor to leadership.

Strategic Communications

- Develop and implement SRG's corporate communications strategy.
- Ensure communication initiatives support business growth, stakeholder engagement, community relationships, and organizational priorities.
- Provide strategic communications counsel to Executive Leadership and business leaders.
- Identify communications risks and opportunities and develop proactive communication plans.
- Lead issues management and crisis communications planning.
- Establish communications performance indicators and evaluate results.

Corporate Communications & Content Development

- Oversee the creation and delivery of high-quality internal and external communications materials.
- Develop and review news releases, leadership messages, articles, reports, speeches, presentations, newsletters, and promotional content.
- Ensure messaging aligns with SRG's values, vision, and brand standards.
- Lead organizational storytelling efforts that showcase SRG's people, projects, partnerships, and successes.
- Capture and effectively articulate company work experience with a catalogue of relevant examples to support contract pursuits.
- Maintain editorial calendars and oversee content planning activities across all communication channels.

Digital Communications & Brand Management

- Oversee SRG's corporate website, social media platforms, and digital communication channels.
- Lead digital content strategy and audience engagement initiatives.
- Monitor analytics and performance metrics to improve communication effectiveness.
- Ensure consistent application of brand standards across all business units and communications materials.
- Identify opportunities to strengthen organizational visibility and public awareness.

Media Relations & Public Affairs

- Build and maintain strong relationships with media representatives and industry publications.
- Serve as a media contact and spokesperson when appropriate.
- Coordinate media inquiries, interviews, and public announcements.
- Develop media strategies that support organizational priorities and major initiatives.
- Monitor media coverage and provide advice and recommendations to leadership.

Community & Stakeholder Engagement

- Support positive relationships with Simpcw First Nation, Indigenous partners, community organizations, government agencies, industry partners, clients, and other stakeholders.



- Lead communication and engagement activities related to organizational initiatives, projects, and partnerships.
- Coordinate community events, corporate announcements, sponsorships, and engagement opportunities.
- Promote awareness of SRG's contributions to economic development, sustainability, and community growth.
- Act as a positive ambassador for the organization within the community.

Internal Communications & Employee Engagement

- Develop and implement employee communication programs that foster engagement and organizational culture.
- Support change management initiatives through effective communication strategies.
- Coordinate employee newsletters, announcements, leadership updates, and recognition programs.
- Promote organizational values, safety culture, and employee success stories.
- Strengthen communication and collaboration across SRG's diverse operations.

Reporting & Continuous Improvement

- Monitor, evaluate, and report on communications performance and effectiveness.
- Track key performance indicators across communication channels and campaigns.
- Conduct research and stay informed on emerging communications trends and best practices.
- Recommend innovative approaches to strengthen communications, engagement, and brand awareness.
- Ensure continuous improvement of communications processes, systems, and tools.

What's in it for you?

- **Competitive total compensation:** You'll earn a competitive salary based on your experience and expertise. The expected base salary range for this position is **\$100,000 - \$120,000** per year.
- **Leadership impact:** Lead and shape the communications strategy of a growing Indigenous organization with a diverse portfolio of businesses and services.
- **Meaningful work:** Help tell the stories of the people, projects, and partnerships creating positive outcomes throughout Simpcw Territory and beyond.
- **Supportive, team-first culture:** Join a collaborative environment where your expertise, ideas, and leadership are **valued**.
- **Comprehensive** benefits: Extended Health & Dental coverage to support your well-being.
- **Retirement savings** support: Employer-matched Registered **Pension Plan** (RPP) program to help you plan for the future.
- Cell phone **reimbursement:** Receive **\$40**/pay period to stay connected.
- **Work-life balance** in a great location: **Based in Barriere, BC**, enjoy small-town living with access to lakes, mountains, trails, and year-round recreation.
- **Career growth & development:** We invest in your future through professional development, training opportunities, and reimbursement for relevant tuition and professional memberships.
- A **workplace** where **you belong:** Be part of an innovative, purpose-driven organization committed to sustainability, community, and Indigenous economic development.

Build your future with Simpcw Resources Group

If you're looking for an opportunity to lead a unique and growing retail and food services operation while contributing to a sustainable, community-focused organization, there's no better place than **Simpco Resources Group**.



Rooted in Simpcw values, we are committed to responsible land stewardship, economic development, and creating opportunities that benefit future generations. Here, your work has **purpose, impact, and connection to the North Thompson community**.

You will be a part of a team that is **collaborative, innovative, and proud of the work we do across Simpcw'ulécw (Simpchw Territory)**.

We're growing—and we want you to grow with us, apply today.

Application Process

The Company is committed to supporting employment opportunities for Simpcw First Nation members. Every effort will be made to notify and encourage applications from qualified Simpcw First Nation members prior to or concurrent with broader recruitment efforts. Applications from Simpcw First Nation members will be strongly considered and evaluated based on the qualifications, skills, experience, and operational requirements of the position.

Interested applicants are encouraged to apply online via [Careers Opportunities at Simpcw Resources Group » Join Our Team](#).

About Simpcw'ulécw (Simpchw Territory) & the North Thompson Valley

Located along the North Thompson River, **Barriere and the surrounding region offer a lifestyle that's hard to find anywhere else**, where natural beauty, outdoor recreation, and community connection come together.

Here, you can enjoy:

- Direct access to **lakes, rivers, and backcountry wilderness**
- Year-round recreation like **hiking, fishing, snowmobiling, and skiing**
- A **welcoming, close-knit community** with local events, markets, and traditions
- A more relaxed pace of life with **space to breathe and room to grow**

And when you need it, **Kamloops is just 45 minutes away**, offering expanded amenities, healthcare, and entertainment, giving you the **best of both small-town living and city access**.

Curious what life is like here? Watch these short videos to experience Barriere and the North Thompson Valley: [Barriere](#) | [Lower North Thompson Valley](#) | [Wells Gray Provincial Park](#) | [North Thompson Fall Fair & Rodeo](#)

Additional Information

Certain client worksites may require pre-site-access drug and/or alcohol testing as a condition of access to the worksite. Where such testing is required, the Employer may schedule and coordinate the testing process, and you will be required to comply with all applicable site-access requirements before attending the worksite.

Thank you for your interest in Simpcw Resources Group. Only candidates selected for an interview will be contacted. Preference may be given to qualified applicants of Indigenous ancestry, in accordance with applicable employment equity legislation.