



EMPLOYMENT OPPORTUNITY

Closing Date: 12.04.2024

BILINGUAL MARKETING COPYWRITER (TWO YEAR TERM)

WINNIPEG, MB

Manitoba Hydro is consistently recognized as one of Manitoba's Top Employers!

Great Benefits

- Competitive salary and benefits package.
- Defined-benefit pension plan.
- Nine-day work cycle which normally results in every other Monday off, providing for a balanced approach to work, family life and community.
- Flex-time and partially remote work schedule (providing the option to work remotely 3 days per 2 week period), depending on nature of work, operational requirements and work location.

Manitoba Hydro is a leader among energy companies in North America, recognized for providing highly reliable service and exceptional customer satisfaction. Join our team of Manitoba's best as we continue to build a company that supports innovation, commitment and customer service.

Manitoba Hydro is seeking an experienced bilingual (English/French) Copywriter to join its Marketing team. This role will report directly to the Creative Services Supervisor and will be responsible for the creation, development, and delivery of copy that can be leveraged across all marketing channels (social media, email, printed materials, and the corporate website). This role is also responsible for collaborating with other Creative Services team members to align copy outputs with other content created by the Creative Services team and working in collaboration with other groups such as Corporate Communications and Customer Experience.

Responsibilities:

- Write copy for a variety of media including web, print, video, and social media.
- Edit and proof work to ensure high editorial standards are met across all content outputs.
- Collaborate with Creative Services, Products & Services, Customer Experience and Communications areas to assess project needs.
- Stay current on trends within the editorial sphere.
- Write and edit clear, persuasive, and compelling copy for Manitoba Hydro marketing campaigns through a customer lens – humanizing transactional experiences through engaging, approachable content.
- Work alongside the Creative Director, Brand Officer, Supervisor of Digital Engagement, and Integrated Marketing Planner roles to develop a creative direction for copywriting that reflects the marketing department's overall content marketing strategy.
- Deliver refined and well-written creative materials to the Digital Engagement Lead and the Corporate Communications team, ensuring the copy meets requirements of the digital channels such as accessibility and French language legislation.
- Ensure consistency and adherence to communications guidelines developed by the Corporate Communication team to allow for a consistent brand and 'voice' to be communicated by Manitoba Hydro through copy.
- Work alongside the Creative Director to allow for broad alignment between copy and graphic design content that will contribute to Manitoba Hydro marketing campaigns.
- Work in collaboration with the Integrated Marketing Planner to understand timelines and requirements for marketing campaigns, including delivery timelines so that copy can be created and delivered on schedule.

Qualifications:

- Completed a two-year diploma in English, French, Journalism, Marketing, or Creative Communications from an institute of recognized standing plus a minimum of one year of industry related experience.
- OR
- Completed Grade 12 plus a year Certificate in English, French, Journalism, Marketing, or Creative Communications from an institute of recognized standing plus a minimum of two years of industry related experience.
- Fluent in both English and French languages

- High proficiency in writing in both English and French
- Experience in content marketing or copywriting – agency experience an asset.
- Expert knowledge of Microsoft Office Applications
- Strong creative thinking skills and ability to think conceptually.
- Comfortable working independently with little direction under tight deadlines.
- Excellent writing, editing, and proofreading skills with a diligent eye for detail, language, flow, and grammar.
- Proven ability to demonstrate brand voice.
- Strong attention to detail.
- Excellent portfolio of work.

Salary Range

Starting salary will be commensurate with qualifications and experience. The range for the classification is \$2,342.25-\$3,239.68 Bi-weekly / \$60,898.50-\$84,231.68 Annually.

Apply Now!

Visit www.hydro.mb.ca/careers to learn more about this position and to apply online. The deadline for applications is **APRIL 12, 2024**.

We thank you for your interest and will contact you if you are selected for an interview.

This document is available in accessible formats upon request. Please let us know if you require any accommodations during the recruitment process.