

VP Marketing and Communication
Alberta Beverage Container Recycling Corporation
Calgary, Alberta

Are you a high-performing business manager/leader who wishes to make a difference for Alberta's environment? The Alberta Beverage Container Recycling Corporation is seeking a Vice President Marketing and Communications to build and lead a team to improve beverage container return rates in Alberta. Our research consistently shows that in order for people to change their behavior and "do the right thing", requires consistent and constant social marketing. Reporting to the President, the incumbent will develop, execute and continually improve a strategic plan involving multiple channels and a sophisticated partnership network. Specific areas of responsibility include:

- Directing Public opinion research
- Establishing and executing a comprehensive advertising program
- Recommending and executing community and government relations activities
- Managing a multi-faceted community outreach program designed to provide convenient opportunities for Albertans to recycle.

Candidates will have eight to 10 years of demonstrated marketing/communication experience with increasing responsibility for executing multi-dimensional projects and must have the capacity to integrate and apply best practices to achieve focused, sustainable, bottom line performance that maximize return on investment. Candidates must possess exceptional creative, communication, analytical decision making and problem solving abilities and a strong work ethic. Attention to detail while keeping a strategic focus is a must. A related university degree is required, preferably an MBA.

An attractive compensation package is offered including salary, incentive plan and comprehensive benefits. Apply now and help us move from excellent to the best.

Please reply in confidence to Guy West, President, with detailed resume by November 10, 2008 to president@abcrc.com

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**Vice President
Marketing and Communications**

**Business Leadership for
Alberta Beverage Container Recycling Corporation (ABCRC)**

ABCRC was incorporated in 1994 to fulfill the role of collection system agent as required under the Alberta Environmental Protection and Enhancement Act (Beverage Container Recycling Regulation) and is the not-for profit industry steward responsible for managing the transportation and processing of beverage containers for the entire province. ABCRC is a high-performing organization with an excellent strategic plan containing measurable and calendarized improvement objectives for all areas of the business. Currently, it operates two plants – one in Calgary and one in Edmonton – and manages third-party processors in other locations.

The Corporation is accountable for effective utilization of the more than \$24 million per year in unredeemed deposits and a significant part of that is changing consumer behavior to encourage more beverage container recycling. The Government of Alberta has set an 85% return rate target (compared to the approximately 70% currently being achieved) and ABCRC is seeking a high performing individual to develop and implement marketing and communications strategies, tactics and teams to make that happen. Depending on measurable performance and continual improvement, the annual program budget for these activities is expected to exceed \$4 million.

Responsibilities

In general, the VP's responsibility is develop and maintain an accountability framework to ensure maximized resources and minimized costs – measured by his/her year-end performance in exceeding budget targets.

Specifically, the successful candidate will be responsible for excellent, planning, coordination, execution and improvement in the following areas:

1. Social Marketing Leadership
2. Internal/External Relations
3. Communications – Internal/External
4. Strategic Planning
5. Government/Public Relations
6. Human Resources
7. Community Partnerships
8. Stakeholder Relations

Leadership and Management Requirements

Accountable to the President, you will be completely responsible for developing, leading and continually improving marketing and communication initiatives for ABCRC. Initially, you will conduct an in-depth analysis of the corporation's marketing and communication strategy and tactics related to the investment resources, consequently develop a strategic plan for marketing. You will be required to align the marketing and communication vision with the organization's strategic vision and, building high-performing teams, will ensure a tight focus by facilitating commitment, buy-in and ownership by all of your direct and indirect reports to a series of measurable and calendarized performance improvement objectives. You will have a strategic focus, excellent leadership, management, decision making and planning capacity and possess a very strong work ethic. You will have spent the last 8-10 years expertise in effectively leading and managing internal and external stakeholders along with third party business relationships. Further, you possess excellent writing, budgeting, financial and human resources management, along with exceptional creative, analytical and problem solving abilities. Minimum qualifications include a related University degree and an excellent track record of professional development throughout your career. A Masters degree is preferred; however, equivalents will be considered.