

**Open to the Public
Seafood Market Information Officer**

**Department of Fisheries, Tourism, Sport and Culture
Marine Fisheries & Seafood Services Division
Location - Montague**

**Full-Time Temporary Position
(Commencing Immediately until September 2024)**

The [Department of Fisheries, Tourism, Sport and Culture](#) is committed to Equity, Diversity, Inclusion and Accessibility. Our goal is to build a public sector workforce that reflects the diverse communities we serve and to promote welcoming, diverse, inclusive, respectful workplaces that are accessible to all. We welcome all interested individuals including Indigenous People, persons with disabilities, Black, racialized, ethnic and culturally diverse groups, as well as people regardless of their sexual orientation, gender identities, and gender expressions. Those looking for more information are invited to visit our [Diversity & Inclusion Policy](#).

The purpose of the position is to provide the Department and the PEI seafood industry with current market initiatives, partnership opportunities and market information. The position's role is to develop/collaborate on market initiatives that will increase the awareness and demand for PEI seafood products across the globe. The position works closely with governments, associations and the seafood industry.

Duties include:

- Identify and assess marketing needs/opportunities locally, nationally and internationally to increase consumer awareness and demand for PEI seafood products;
- Develop/create marketing promotions, activities and materials with expertise in creative design, food writing, editing, photography, videography, advertising, social media channels and knowledge of PEI seafood products;
- Responsible for ad administration of project delivery including design, third party contracting, budget and evaluation of new and existing promotional activities;
- Develop strategic partnerships across all levels of government and industry for the purpose of leveraging participation and funding;
- Leads/partners on incoming buyer missions and tours;
- Assist with educating the seafood industry (Commercial Fisheries and Seafood Processing) in PEI about the Atlantic Fisheries Fund, and meet with industry stakeholders to develop Atlantic Fisheries Fund applications;
- Represent the department/province on various working group committees;
- Conduct seafood market research and analysis, and provide data to key stakeholders;
- Partner with industry through Food Island Partnership to deliver collaborative effects on food branding, culinary tourism and product & marketing opportunities;
- Liaise with Innovation PEI, Atlantic Canada Opportunities Agency, Agriculture and Agri-Foods Canada, and Atlantic Canada Seafood Group on international marketing and trade show initiatives, and coordinate the involvement of the department in global trade mission and seafood shows featuring PEI seafood products; and
- Other duties as required.

Minimum Qualifications:

- Undergraduate degree in Business Administration, Marketing or related discipline
- Significant experience in the seafood industry and seafood marketing
- [Demonstrated equivalencies will be considered.](#)
- Considerable knowledge of local, regional, national and international seafood markets, issues and trends
- Considerable knowledge of Canadian seafood marketing systems (government and industry)
- Financial management skills/experience required for budgeting, proposal and contract writing, review and evaluation of requests and activities
- Knowledge of computers and programs (Microsoft and web-based apps)
- Excellent written and oral communication skills;
- Excellent time management, organizational and interpersonal skills;
- Highly motivated with proven ability to work and/or lead initiatives in a group/team setting
- Ability to work under/deliver within tight deadlines
- Must be able to deal with public/industry in a professional manner with diplomacy and tact
- Valid drivers license and access to reliable transportation
- Valid passport with no travel restrictions

Please Note: Please ensure the application clearly demonstrates how you meet the noted qualifications as applicants will be screened based on the information provided. The successful candidate will be the only individual receiving written notification of competition results. The "Notification of Successful Candidates" list posted on the Employment Opportunity board will serve to inform all other applicants of competition results.

Salary Range: \$31.79- \$39.73 per hour (Level 16)
Bi-Weekly Hours: 75.0 hours bi-weekly
Posting ID: 159176-0923FTTI
Closing Date: Friday, October 20, 2023 **5:00 p.m.**

Where possible, submitting an electronic resume or job application is preferred. Otherwise, please return application forms to the PEI Public Service Commission, P.O. Box 2000, Charlottetown, Prince Edward Island, CIA 7N8. Applications may be sent by fax to (902)368-4383. **DUE TO THE FACT THAT RECEIPT OF APPLICATIONS BY FAX CANNOT BE GUARANTEED, APPLICANTS TRANSMITTING THEIR APPLICATIONS BY FAX MAY WISH TO CONFIRM RECEIPT BY TELEPHONE OR IN PERSON PRIOR TO THE CLOSING DATE.** Please ensure that the appropriate Posting I.D. number is stated on all application forms. You can apply online or obtain an application form by visiting our web site at www.jobspei.ca. Forms may also be obtained by contacting any PEI Government Office, ACCESS PEI Centre, Regional Services Centre, or by telephoning 368-4080.