

Job Bulletin: Digital Communications Specialist

Advertisement # 45639
Digital Communications Specialist
Regular, Full-time
Communications Department, Strategic Services and Public Affairs Unit

Closing Date: September 21, 2026
Salary Range: \$58,423 to \$71,284 per annum (6XE)

The Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) regulates the province's liquor, gaming, cannabis, and horse racing industries. We license liquor sales, service and manufacturing; gaming employees, products and operations; retail cannabis stores; and horse racing. We strive to serve the public through impartial regulation that prioritizes safety and fosters informed choices in these industries.

The LGCA is seeking a highly motivated individual to work within the Communications Department, which is part of the Strategic Services and Public Affairs Unit. The Digital Communications Specialist is responsible for developing, implementing and evaluating internal and external communications for the LGCA, with a focus on digital and social media.

Candidates who do not meet all essential criteria and qualifications may be considered on an underfill basis at the underfill pay grade. In such cases, the candidate will be appointed at a lower classification and pay grade until the required qualifications are met.

- Full working level pay grade: \$58,423 – \$71,284 per annum (6XE)
- Underfill pay grade: \$55,302 – \$67,406 per annum (6XD)

Staff in underfill will perform duties with appropriate supervision and may be eligible for reclassification to the full working level upon demonstration of required competencies, experience or qualifications, subject to approval and in accordance with the collective agreement.

Qualifications:

The successful candidate must have:

- A diploma from a post-secondary institution in communications, marketing, journalism or related area of study; and one to three years' experience in a communications role, preferably involving public sector and regulatory functions. A combination of education and experience may also be considered.
- Excellent verbal and written communication skills to effectively communicate with staff, clients and stakeholders and adapt to a variety of audiences and media types.
- Demonstrated ability to work independently as well as in a team environment.
- Strong interpersonal skills to build and maintain collaborative and successful relationships with internal and external stakeholders.
- Strong digital communication skills with demonstrated experience creating content for professional social media accounts and websites, including copywriting, design and formatting.
- Experience developing and implementing social media campaigns.
- Experience monitoring website and social media analytics and trends and proposing options to optimize reach, profile and performance.
- Attention to detail, impartiality and sound judgment, with demonstrated problem-solving, decision-making and analytical skills.
- Demonstrated commitment to ongoing learning to maintain up-to-date communications skills and practices.
- Demonstrated political acumen and respect for others to handle sensitive and confidential matters.
- Strong organizational and time management skills with the ability to plan, balance and manage multiple work demands and deadlines.
- Proficiency with Microsoft 365 and specialized software (e.g. WordPress, Adobe Creative Suite, Canva, etc.).

This document is available in alternate formats, upon request.



The following qualifications are desired:

- Proficiency in French.
- Experience in graphic design.

Your cover letter and résumé must clearly indicate how you meet the qualifications.

Duties:

The Digital Communications Specialist is responsible for developing and implementing digital communications initiatives and plans to support the regulatory and public education activities of the LGCA. The incumbent is responsible for the development and management of web content and sites, social media, and internal and external communications materials, and provides support to a variety of communications projects and administrative tasks. The incumbent, as a member of the Communications Department, works collaboratively to develop resources for both internal and external stakeholders.

Additional Information:

- An eligibility list may be created for similar positions and will remain in effect for 12 months.
- Applicants may be required to write a screening/selection exercise/test.
- Applicants must be legally entitled to work in Canada.
- Circumstances may arise where the competition may need to be withdrawn.
- A positive attendance record will be a consideration in the screening process.
- Satisfactory work performance in the preceding 12 months is required.
- A satisfactory criminal record check is a condition of employment.

The LGCA has a comprehensive compensation and benefits package that includes extended health care, health spending account, dental care, vision care, long term disability insurance, group life insurance, maternity leave top-up plan, family related leave and a defined benefit pension plan (some pension plans allow for portability between the Civil Service Superannuation Board and employers). Training, educational support and career development opportunities are also available.

Apply to:

Advertisement #: 45639
Liquor, Gaming and Cannabis Authority of Manitoba
Human Resources
1055 Milt Stegall Drive
Winnipeg MB R3G 0Z6
Fax: 204-927-5384
Email: resumes@LGCAMB.ca

Please quote your name and the advertisement number in the subject line of your email.

Please submit your cover letter, résumé and any other documents in PDF format. The LGCA does not accept .zip files or links to Google Docs, Dropbox, or any cloud-based storage systems as a substitute for PDF documents.

Accessibility

LGCA will consult with all applicants requesting accommodation during the recruitment process to ensure that the accommodation provided considers the applicant's individual accessibility needs.

Employment equity is a factor in selection. Applicants are requested to indicate in their covering letter or résumé if they are from any of the following groups: women, Indigenous people, visible minorities, and persons with disabilities.

We thank all who apply. Only those selected for further consideration will be contacted.

Visit LGCAMB.ca to learn more about the Liquor, Gaming and Cannabis Authority of Manitoba.

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