Strategic Communications



Olivia Lemaire
Manager,
Marketing, Events &
Communications



Adam Brougham
Strategic
Communications
Advisor

SARM's Strategic Communications Team leads the initiatives, events, and public-facing components of the work we do for RMs. Strategic Communications is responsible for our conventions, the *Rural Dart, Rural Sheaf, Rural Councillor,* webinars, and many other events and initiatives.

Our team also works closely with our Advocacy, Programs, and other internal teams around advocacy to ensure we are an effective voice for rural Saskatchewan.

Communications:

- Website
- Media Relations
- News Releases
- Rural Councillor quarterly magazine
- Rural Sheaf monthly digital newsletter
- Rural Dart weekly digital newsletter
- Advertising (digital, print, radio)
- Social Media: X, Facebook, LinkedIn, and Bluesky

Events:

- Annual Convention and Trade Show
- Midterm Convention
- June Division Meetings
- Travelling July Board Meeting
- Webinars

Members go to Strategic Communications for helpful resources and timely information. Strategic Communications also handles SARM's branding and marketing, stakeholder engagement, and social & media relations. Additionally, they are responsible for all SARM events.