



MARKETING & COMMUNICATIONS COORDINATOR

JOB DESCRIPTION

INTRODUCTION

The Marketing & Communications Coordinator (MCC) understands the importance of a clearly articulated brand, the effectiveness of determining and measuring outcomes, and the power of adaptability. Creative, multitalented and collaborative, this professional loves connecting the dots between people, ideas and multi-faceted communications.

POSITION OVERVIEW

The MCC is a key member of the Exchange District BIZ team, successfully developing and implementing its brand strategy. Responsible for fulfilling marketing and communications, the MCC will develop an annual marketing/communications plan, develop and execute content strategy, and lead promotional campaigns, initiatives and advertising plans.

The MCC manages and maintains online/digital marketing, including website management, email marketing and social media as well as public relations, advertising and collateral material coordination. Working in concert with the Special Projects Coordinator & Executive Assistant (SPCEA), The Operations Manager (OM), and the Special Assistant, Administration, Research & Historical Initiatives Assistant (ARHI), the MCC will develop promotional material as required for a variety of programs, events, and initiatives.

The MCC is to be approachable and personable, with a positive helpful attitude and always represent the organization with a professional demeanour and image. The MCC must be extremely well organized, knowledgeable, and professional both in and out of the office. Creativity, attention to detail, strong public relations skills and quick problem solving abilities are crucial to the position.

REPORTING

The MCC works closely with, and reports to the ED. In the absence of the ED, the MCC will communicate directly with the SPCEA and/or OM.



MAIN AREAS OF RESPONSIBILITY & RELATED TASKS

MARKETING

Under the guidance of the Executive Director, Perform tasks including, but not limited to:

- Lead overall brand management
- Identify opportunities for promotion of the BIZ, its programming and members
- Develop advertising, marketing and communications strategies, including implementation and analysis for programs, events, and initiatives
- Develop and produce marketing materials, including advertising, collateral pieces and other special marketing initiatives
- In collaboration with other staff, attend, document and promote on-site on social media during events as needed
- Manage market research, member surveys and public polls
- Document and manage project scope and implementation with suppliers
- Manage and maintain marketing imagery database

COMMUNICATIONS

- Manage media relations, lists and communications.
- Manage member relations and communications
- Together with the ARHI, ensure that member information on lists, directories and maps are kept up to date.
- Contact and follow up with BIZ members and other partners on their participation in various initiatives, including emails, phone calls, and in-person store visits
- In collaboration with relevant staff and stakeholders, develop PR, communications plans, and messaging for key initiatives, BIZ positioning on matters of public interest, and general information pertaining to the BIZ

COOPERATIVELY— WITH ALL STAFF

- Answer phones and forward calls as required, taking detailed messages
- Greet visitors, respond to enquiries and provide information as required
- Receive and distribute mail, and e-mail from general inbox
- Prepare and send courier packages as needed
- Assist with meeting/event site preparation and all meeting/event requirements as needed.



QUALIFICATIONS & SKILLS REQUIRED

Related post-secondary degree, diploma or certificate(s) related to the position (marketing/public relations) required. A combination of relevant experience and education may be considered.

Additionally, demonstrated abilities in:

- Creative and professional writing
- Research, editing and proofreading skills with attention to detail
- Excellent verbal communications skills
- Experience with content development, website and social media management; experience with analytics software and WordPress is an asset
- Competency with photo-editing and layout software; basic design experience is an asset
- Strong task management and organizational skills
- A strategic thinker and planner – ability to anticipate, analyze and think through issues, problems and generate new ideas; strive for innovation
- Fluidity in working in a fast-paced environment with multiple stakeholders