



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, multitasking and collaborative, this professional loves creating original content and 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 with both the general public and the BIZ membership, the MCC will develop an annual 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 relevant team members, 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 is 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 Operations and Strategic Initiatives Manager (OSIM) and the Executive Coordinator (EC).



MAIN AREAS OF RESPONSIBILITY & RELATED TASKS

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

MARKETING

- Building off the Strategic Plan, lead overall brand development and activation
- Establish an annual communications and marketing plan, developing and executing on related content strategies
- Build narratives that promote community engagement and discovery using a variety of approaches, media, and techniques
- Identify, innovate and execute on promotional opportunities for the BIZ, its members, and the neighbourhood in which it operates
- Develop and implement advertising, marketing and communications strategies, including for programs, events, and initiatives
- Manage project scope and implementation with contractors and suppliers
- Oversee the management and maintenance of marketing assets, including image bank

COMMUNICATIONS & MEMBER RELATIONS

- Manage media relations, lists and communications
- Manage member relations and communications
- Together with relevant staff, ensure that member information on public 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
- Monitor relevant information sources and media and report on issues that may present opportunities or challenges to the Exchange District, the BIZ or its members

COOPERATIVELY— WITH ALL STAFF

- Answer phones and forward calls as required, taking detailed messages
- Greet visitors, respond to enquiries and provide information as required
- Assist with meeting/event preparation and their requirements as needed
- Identify opportunities to improve the overall organization and the area



QUALIFICATIONS & SKILLS REQUIRED

Post-secondary degree, diploma or certificate(s) related to the position and experience in creating original content are required. A combination of relevant experience and education may be considered.

Additionally, demonstrated abilities in:

- Strategic thinking and planning - 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
- Strong task management and organizational skills
- 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

SUBMISSION DETAILS

Please submit resume/CV with cover letter and 3 relevant references to: comms-hiring@exchangedistrict.org by end of day on **August 11th**.

Interviews for selected candidates will be arranged for the week of August 21st.

Only those selected for interviews will be contacted.