

The Marketing Coordinator is a vital member of the Westerner Park Marketing Team. Under the direction of the Marketing Manager, the Marketing Coordinator provides marketing consultation and support to achieve Westerner Park's vision, mission and Strategic Development Plan. This position is responsible for the development and coordination of specific marketing projects, corporate advertising, social media and website content; and providing marketing support to all internal departments.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the Marketing Manager, the Marketing Coordinator is responsible for:

- Contributing to the development of the annual Marketing Plan and the implementation of the Corporate Marketing Strategy
- Participating in department planning and other activities; and promoting the integration of all Marketing Department functions in all initiatives
- Cross lateral training and backup support for other members on the Marketing Team
- Providing reception relief (switchboard, greeting customers) as required during peak periods and/or when the Administrative Assistant is absent from the reception area
- Ensuring strict adherence to compliance regulations relating to Copyright, Freedom of Information and *Protection of Privacy Act* (FOIP) and Canadian Anti-Spam Legislation
- Ensuring that the Corporate Brand Strategy and content is executed online and across all marketing collateral and aligns with organizational goals.
- Analyzing and staying informed about writing styles, new digital technologies and online marketing trends
- Playing an active role in seeking opportunities to support the Publicity and Promotion of community events that compliment Westerner events
- Ensuring internal communication with employees and stakeholders reflects the Westerner Park brand and aligns with strategic objectives
- Contribute to writing, design, printing and delivery on budget and on time for the following communications projects such as POS, Digital Signage and Newsletters.

Marketing

- Assisting with the following Marketing projects and campaigns on budget and on time:
 - Sponsor fulfillment
 - Internal platforms
 - Provide marketing consultation for customers were Westerner Park provides their venue space
 - Self produced events
- Maintain and update the Westerner Park owned websites
- Coordinating day-to-day activities with internal and external stakeholders
- Providing marketing support for Westerner Park websites as well as serve as proofreader/editor for relevant collateral



- Creating content and elevating virtual presence for Westerner Park's social media accounts (including, but not limited to, Facebook, Instagram and Twitter) while ensuring that proper messaging is being executed online and is aligned with organizational goals
- Providing expertise and assistance to all departments for marketing planning and executing advertising campaigns
- Preparing Power Point presentations, Sales Packages and collateral updates for employees, Management and the Board of Directors for external functions, tradeshow and events, including the AGM

QUALIFICATION REQUIREMENTS

The Marketing Coordinator will have:

- Minimum three (3) years of experience in marketing preferably in the Events Industry
- Diploma in Marketing, Journalism, Public Relations or related area from a recognized post secondary institution
- Familiarity with marketing principles and practices – research, planning, implementation and evaluation
- Strong computer skills and desktop publishing experience
- Diplomatically problem solve social media feedback
- Experience in Hootsuite, Adobe Creative Suite (Photoshop, Illustrator and InDesign) is required
- Strong time management skills to handle flow of workload
- Must be performance-driven and thrive in a fast-paced environment
- The ability to think innovatively, creatively and strategically when executing on projects
- The ability to work on multiple projects with high attention to detail in a deadline-oriented work environment
- Proven ability to work with different levels of management, staff and outside partners
- The ability to work independently, collaboratively with the team and problem solve
- Excellent administrative, organizational, communication and interpersonal skills
- A positive and mature attitude
- The ability to work additional hours during peak times as required such as evenings as weekend during or leading up to events

AFFILIATIONS

Westerner Employee Association

TO APPLY

Please email Cover Letter and Resume; Attention to Pamela with the name of the position you are applying for in the subject line to askus@westernerpark.ca

This job description is not intended to be all inclusive and Personnel may perform other related duties as requested to meet the ongoing needs of the organization.