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*This job description is not intended to be all inclusive. Personnel may perform other related duties as requested.*

**The Communications Coordinator is a vital member of the Westerner Park Marketing Team. Under the direction of the Marketing Manager, the Communications Coordinator provides communications 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 communications projects, corporate advertising, social media and website content; and providing communications support to all internal departments.**

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## ESSENTIAL DUTIES AND RESPONSIBILITIES

### Responsibilities

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

- Contributing to and taking part in the development of the annual Marketing Plan
- 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
- Upholding and implementing the Corporate Brand Strategy
- 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 proper communication is executed online and across all marketing collateral and aligns with organizational goals
- Analyzing and staying informed about writing styles and communication/marketing trends
- Assisting with the implementation of the Corporate Communications Strategy
- Assisting with the development and implementation of the Corporate Emergency Communication Strategy
- Supporting the initiation of beneficial publicity opportunities such as photo opportunities, interviews and news coverage



## Communications

- Assisting with the following communication projects on budget and on time:
  - Annual Report
  - Electronic Newsletters
  - Westerner Park produced events
- Coordinating day-to-day activities with internal and external stakeholders
- Providing communication support for Westerner Park websites as well as serve as proofreader/editor for relevant collateral
- Creating content for Westerner Park's social media accounts (including, but not limited to, Facebook, Instagram and Twitter)
- Assisting internal departments with communication planning and executing advertising campaigns
- Ensuring internal communication with employees, Management and the Board of Directors reflects the Westerner Park brand and aligns with strategic objectives
- Preparing speaking notes for employees, Management and the Board of Directors for external functions, tradeshow and events, including the Annual General Meeting
- Providing communications advice to Management and employees

## Media Relations & Publicity

- Assisting and writing news releases, Public Service Announcements, media kit materials and article submissions

## Events - Westerner Days Fair & Exposition

- Assisting with communications projects such as, but not limited to, Event Guides/Daily Schedules
- Developing the messaging concept for the marketing campaign with the Marketing Manager
- Developing the social media content strategy
- Acting as the onsite "Roving Reporter" during Westerner Days Fair & Exposition
- Engaging Westerner Park's online community and introducing them to the latest exciting experiences and opportunities that Westerner Days Fair & Exposition has to offer
- Assisting with the creation of on-site media and public relations plan with the Marketing Manager
- Supporting offsite events for Westerner Days Fair & Exposition and develop content for event collateral to promote the off-site events

## Additional Support

- Providing communications support to all internal departments
- Assisting with Sales Packages and collateral updating
- Creating content for PowerPoint presentations



## QUALIFICATION REQUIREMENTS

The Communications Coordinator will have:

- Minimum three (3) years of experience in communications
- Diploma in Marketing Communications, Journalism, Public Relations or related area from a recognized post secondary institution
- Familiarity with communications principles and practices – research, planning, implementation and evaluation
- Strong computer skills and desktop publishing experience
- Diplomatically problem solve social media feedback
- Familiarity with social calendars (Hootsuite) would be an asset
- 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

## AFFILIATIONS

Member of Westerner Employee Association