

Position Description – Marketing Coordinator

Position Description

Position title	Marketing Coordinator
Location	Canada - Remote
Reports to	Marketing Manager
Direct reports	Nil
External Stakeholders	Nil
Travel requirements	Nil

Position purpose

The Marketing Coordinator is responsible for implementing WCG’s Marketing and Communications strategy with a focus on increasing awareness of WCG programs and services and client recruitment through targeted marketing campaigns. This role will promote internal and external communications, design, and coordinate marketing materials; manage social media presence; and manage special events specifically focused on driving client volumes.

Success measures

Customer/Stakeholder Satisfaction	<ul style="list-style-type: none"> Communicates clearly with internal partners and stakeholders regarding project timelines and deliverables Able to implement design and content suggestions Able to give and receive feedback in professional manner
People & Team Satisfaction	<ul style="list-style-type: none"> Builds and maintains productive professional relationships with peers Responds professionally and in a timely manner to emails and communications
Operational Performance	<ul style="list-style-type: none"> Achieves high quality of writing Achieves high quality of design Able to interpret and incorporate key messages, tone, accessibility requirements, and other brand elements into work

Core Responsibilities:

Marketing Support	<ul style="list-style-type: none"> Develop and implement promotional strategies and marketing campaigns to promote WCG employment services programs designed to increase awareness amongst Clients, potential Clients, Employers, Community Organizations and other parties Identify daily social media priorities and ensures the catchment has a comprehensive plan for promotion online Solicit, place and promote photos, videos, websites and other digital content to the public Design and print marketing materials including brochures, flat sheets, rack cards, PowerPoint Presentations and business cards complying with brand standards, Maintain up to date inventory of marketing materials for the Water Cooler
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	<ul style="list-style-type: none"> • Work closely with Employer and Community Coordinators to market services to employers and community organizations • Help execute various B2B initiatives • Stay up to date on current trends in online communications, including best practices, new technologies and applications. • Coordinate with program areas and service providers to ensure online communications are being used effectively and provides direction as needed • Support Marketing Manager with larger scale and strategic projects • Adhere to corporate brand and stakeholder standards, review all newly created material with management to obtain Ministry or stakeholder approval • Prepare cost estimates for communications products and services • Identify local opportunities for marketing campaigns focused on driving client volumes • Analyse marketing campaign metrics to determine effectiveness in creating awareness and recruiting clients • Reconcile monthly billing statements
<p>Social Media Management</p>	<ul style="list-style-type: none"> • Social media content creation through basic graphic design (Canva + apps) • Create monthly social media editorial calendars • Assist with basic research, production, posting, and maintenance of social media platforms and related tools • Prepare monthly analytics reports • Administrative help and consistent organization • Assist with blog posts, newsletters, graphic creation, and more when necessary
<p>Event Management</p>	<ul style="list-style-type: none"> • Identify opportunities to recruit clients and create awareness of employment services through attending and hosting events • Ensure events and event material comply with WCG, Ministry and/or stakeholder branding and graphic standards • Coordinate event logistics and registration for events including open houses, job fairs, hiring fairs and employer spotlights • Coordinate WCG's attendance at external events, such as tradeshow, job fairs and community events • Create marketing materials for events, including print and digital invitations, posters, flyers, and handouts. Creates online event listings and advertises events online as appropriate. • Maintain and promote workshop calendars • Maintain photography assets • Coordinate with third party suppliers as needed
<p><i>Other duties as required, including going beyond the job description whenever necessary</i></p>	

Capabilities and experience

- Minimum 2 years work or relevant internship experience
- Experience using all platforms of social media, particularly Facebook, Instagram and LinkedIn.
- Proficient in Microsoft Office Suite & Canva
- Results-oriented mindset and experience
- Excellent communication, interpersonal and diplomacy skills
- Ability to manage multiple ongoing tasks

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- Strong organizational skills
- Strong graphic design skills
- Adobe Creative Suite, particularly InDesign preferred
- WordPress, FourSquare, HubSpot and other web CMS systems preferred
- MailChimp experience preferred
- Bilingual preferred
- Experience within Social Service sector preferred



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WCG is strengthened by diversity. We are committed to achieving a workplace that is equitable and representative of Canada's diverse population. We actively work to attract, develop, and retain employees from diverse and equity-deserving backgrounds who have exceptional ability and the desire to make a difference. We continuously strive to support individual needs and differences in a work environment that is built on inclusivity and respect for everyone.

WCG is committed to providing an accessible, barrier free recruitment and selection process. If contacted for an employment opportunity, please advise us if you require accommodation in advance of any part of the recruitment and selection process.

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