

## Position Description – Marketing Coordinator (Corporate)

### Position Description

<b>Position title</b>	<b>Marketing Coordinator</b>
<b>Location</b>	Remote - BC
<b>Reports to</b>	Marketing Manager
<b>Travel requirements</b>	None

### Position purpose

The Marketing Coordinator is part of WCG's skilled and busy Marketing team with a focus on increasing awareness of WCG employment services and programs and driving client recruitment through targeted marketing campaigns.

This role will design and coordinate distribution of marketing materials, manage social media presence, manage special events focused on driving client volumes and complete other tasks as requested.

### Success measures

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

### Core Responsibilities:

<b>Marketing Support</b>	<ul style="list-style-type: none"> <li>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</li> <li>Identify daily social media priorities and ensures the catchment has a comprehensive plan for promotion online</li> <li>Solicit, place and promote photos, videos, websites and other digital content to the public</li> <li>Design and finalize marketing materials including brochures, flat sheets, rack cards and business cards using InDesign, complying with brand standards</li> <li>Work closely with operations staff to create marketing materials that promote WCG's services to clients, employers and community organizations</li> <li>Stay up to date on current trends in online marketing, including best practices, new technologies and applications</li> </ul>
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	<ul style="list-style-type: none"> <li>• Support Marketing Manager with larger scale and strategic projects</li> <li>• Adhere to corporate brand and stakeholder standards, review all newly created material with management to obtain Ministry or stakeholder approval</li> <li>• Adhere to and be familiar with Accessibility Standards for inclusion in all functions of the role</li> <li>• Prepare cost estimates for marketing products and services</li> <li>• Identify local opportunities for marketing campaigns focused on driving client volumes</li> <li>• Analyse marketing campaign metrics to determine effectiveness in creating awareness and recruiting clients</li> </ul>
<b>Social Media Management</b>	<ul style="list-style-type: none"> <li>• Social media content creation through graphic design (Canva + InDesign)</li> <li>• Assist with basic research, production, posting, and maintenance of social media platforms and related tools</li> <li>• Prepare monthly analytics reports</li> <li>• Assist with blog posts, newsletters, graphic creation, and more when necessary</li> </ul>
<b>Website management</b>	<ul style="list-style-type: none"> <li>• Manage and assist Website developer with all ongoing maintenance of WCG corporate and program specific websites</li> <li>• Ongoing management and implementation of SEO for website - including on-page keyword targeting/optimisations and technical</li> <li>• Work with WCG's external website management designer and other external agencies</li> </ul>
<b>Event Management</b>	<ul style="list-style-type: none"> <li>• Ensure event material comply with WCG, Ministry and/or stakeholder branding and graphic standards</li> <li>• Coordinate event logistics and registration for events including open houses, job fairs, hiring fairs and employer spotlights</li> <li>• Create marketing materials for events, including print and digital invitations, posters, flyers, and handouts. Create online event listings and advertise events online as appropriate.</li> <li>• Maintain photography assets</li> <li>• Coordinate with third party vendors as needed</li> </ul>

## Capabilities and experience

- Minimum 2 years' experience with a variety of hands-on marketing functions in a busy work environment
- Experience in ensuring outstanding marketing presence on all platforms of social media, particularly Facebook, Instagram and LinkedIn
- Proficient in Microsoft Office Suite, Adobe Creative Suite (particularly InDesign, Illustrator and Photoshop) & Canva
- Results-oriented mindset and experience
- Excellent writing, communication and interpersonal skills
- Ability to manage multiple ongoing tasks, often under tight deadlines
- Strong organizational and problem-solving skills
- Proven graphic design skills, experience and knowledge
- WordPress, HubSpot and other web CMS systems preferred
- Bilingual (French) considered an asset



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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.