



Meewasin Valley Authority
402 - Third Avenue South
Saskatoon, Saskatchewan
S7K3G5
Phone (306)665-6887
Fax (306)665-6117

Meewasin

EMPLOYMENT OPPORTUNITY

POSITION: Marketing Coordinator

CLASSIFICATION AND RATE: "S5" Range \$43,495 - \$52,868

START DATE: February 4, 2019

OTHER: full time position; hours of work 36.25 per week; three weeks vacation to start; optional Earned Days Off schedule

JOB DESCRIPTION: Attached

TO APPLY: Please provide the following information marked "Marketing Coordinator" to the address or email below by **January 11, 2019**:

- cover letter and resume;
- portfolio or examples of work; and
- a list of any currently managed social media accounts and/or websites.

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402 Third Avenue South
Saskatoon, SK S7K 3G5
Phone (306) 665-6887
Email: aziegler@meewasin.com

DEADLINE FOR APPLICATIONS: **January 11, 2019**

**MEEWASIN VALLEY AUTHORITY
JOB DESCRIPTION**

POSITION: Marketing Coordinator

PURPOSE

The Marketing Coordinator primarily creates content to support Meewasin's digital strategies and platforms, and visual and graphic materials and standards. The Marketing Coordinator is also an active team player on the Marketing and Communications team and works closely with colleagues to develop and carry out a comprehensive marketing and communications and fund development strategy that aligns with the development of a strong and consistent brand and Meewasin's strategic plan. As an employee of Meewasin, the coordinator will, positively promote and create an environment that demonstrates Meewasin's vision, mission and mandate.

GENERAL ACCOUNTABILITY

The Marketing Coordinator is responsible for achieving objectives outlined in Meewasin's strategic plan, the comprehensive marketing and communications plan, and annual performance objectives. The Coordinator will, in consultation with the Manager, take the lead on developing, implementing and assessing digital strategies across all of Meewasin's digital platforms. In addition, this position will oversee the visual identity of the organization producing and managing graphic design materials, templates, photographs and videos. This role requires coordination of activities within the department, internal stakeholders, and with external suppliers to ensure projects are completed on time and on budget. This role will also require some front line customer service in the administration office.

SPECIFIC DUTIES/ACCOUNTABILITIES

The Marketing Coordinator will support marketing, communications and fund development efforts internally and externally primarily in the areas of digital strategy, visual identity and event coordination support. In addition to managing internal requests guiding colleagues within branding standards and setting reasonable expectations, this position should anticipate projects and tasks outside their area of focus. The Coordinator will be responsible for organizing electronic files, maintaining the photo and photo release databases, and completing timesheets to track work by department. The Marketing Coordinator's primary areas of responsibility fall into three key categories: research, create and deploy, and assess, and include the following areas of accountability:

1. Research

- Stay current on emerging trends in digital marketing and graphic design through self-learning, engaging with professional associations and attending training.
- Maintain extensive knowledge of Meewasin's functions, purposes and programs to answer and direct routine inquiries and promptly respond to inquiries.
- Engage with internal and external stakeholders to leverage marketing and communication opportunities.
- Engage with external stakeholders to identify successes, gaps and opportunities for improvement.

- Determine target audiences for marketing and communications messaging and develop digital strategies/tactics and graphic design solutions to best engage with the target audience.
- Review competitor strategies.
- Review external advertising mediums and provide recommendations for use (i.e. print, TV, radio, etc.).

2. Create and Deploy

- Participate in the development of comprehensive marketing, communications and fund development plans.
- Design a framework and schedule for digital content (i.e. social media calendar of events).
- Develop innovative solutions to marketing and communications opportunities and challenges identified by internal stakeholders including website and social media content, and graphic designs.
- Engage with stakeholders and attend events to obtain stories, photographs and videos to create interesting content for Meewasin's digital platforms and other promotional purposes.
- Create new content, campaigns and engagement on Meewasin's social media channels.
- Manage the website including developing content such as videos and blogs.
- Lead design efforts at Meewasin and update, develop and build marketing and communication templates (i.e. PowerPoint, Poster, Signage, etc.).
- Assist with developing internal and external media-based communication plans and create strategies to promote and advertise Meewasin events.
- Collaborate with leadership in a timely manner to determine appropriate media responses via various channels.
- Develop and manage content for electronic newsletters to various stakeholders.
- Collaborate with the Manager to develop, produce and distribute the Annual Report.

3. Assess

- Document and evaluate the effectiveness of marketing initiatives, and prepare reports as required.
- Monitor and report on digital platforms and corresponding analytics (i.e. Google analytics, social media analytics).
- Review and make recommendations regarding website content regularly and ensure information is up to date, current and accurate.

REQUIRED QUALIFICATIONS & EXPERIENCE

A degree or diploma in marketing, communications, or related field, combined with a minimum of 3-5 years of related experience such as: digital marketing experience; able to produce, edit and post photo, video and written content to digital channels, proficient in Microsoft Office (including Word, Excel, PowerPoint and Publisher). The following skills will be considered assets: competent in interpreting digital analytics (Google, social media, etc.), experienced user of website content management systems, experience maintaining social media accounts on behalf of organizations, skilled at photography and videography – shooting and editing, graphic

design experience, competent in the Adobe Creative Suite (Photoshop, InDesign, etc.). Incumbent must have a valid driver's license and submit a current and satisfactory criminal record check and vulnerable sector search.

REQUIRED COMPETENCIES

In addition to education and years of experience, the following performance competencies are considered essential for this position:

- Flexible and Adaptable
- Effective Communication
- Relationship Building
- Results Oriented
- Knowledge and Expertise
- Attention to Detail
- Focus on Excellence
- Initiative

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For more information, visit **www.meewasin.com**.

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