



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

## Employment Opportunity

### **POSITION:** Marketing Coordinator

**CLASSIFICATION AND RATE:** S5 Marketing Coordinator  
Annual Salary \$45,370 to \$55,147

**BENEFITS:** Meewasin offers a generous benefits package including extended health, dental, disability and life insurance and a matched pension.

**START DATE:** February 2025

**OTHER:** Full time position; hours of work 37.5 per week; three weeks of earned vacation; earned days off schedule. This is an SGEU in-scope position.

**REQUIREMENTS:** This position will require weekend and evening work on occasion. Must have access to own cell phone.

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### **TO APPLY:**

Please provide the following information marked "Marketing Coordinator" to the email below on or before January 17, 2025:

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

Meewasin Valley Authority  
Email: [jobs@meewasin.com](mailto:jobs@meewasin.com)

**DEADLINE FOR APPLICATIONS:** January 17, 2025

Only those applicants who have been chosen for an interview will be contacted. For more information visit [www.meewasin.com/careers](http://www.meewasin.com/careers).



## Marketing Coordinator

**Position:** Marketing Coordinator

**Reports to:** Marketing & Fund Development Manager

**Date:** 2024

### Organizational Description:

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Meewasin is a mission passionate team of about 30 employees who work in a fast-paced environment. We are committed to delivering strategic priorities of maintaining a healthy & vibrant river valley, growing a sense of community, and protecting the legacy of the region that follows an amazing 100-year plan. Meewasin's successes could not be achieved without such a hardworking, adaptable and dedicated team. We are always looking for people who are committed to this legacy and want to apply their skills and expertise to make a difference.

Meewasin is located on Treaty 6 Territory and the Homeland of the Métis. We humbly acknowledge the traditional caretakers of the land and honour the First Nations and Métis people of this place.

### General Accountability

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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 Marketing Coordinator will, in consultation with the Marketing & Fund Development Manager, develop, implement and assess digital strategies across all of Meewasin's digital platforms. In addition, this position will oversee the visual identity of the organization, 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. Below is a list of specific accountabilities; this position will also support Meewasin initiatives with other duties as assigned.

### Specific Accountabilities

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#### 1. Research

- Stay current on emerging trends in digital marketing through self-learning, engaging with professional associations and attending training
- Maintain knowledge of Meewasin's functions, purposes and programs to coordinate media inquiries and develop reference and marketing materials
- Engage with internal and external stakeholders to leverage marketing and communication opportunities
- Determine target audiences for marketing and communications messaging and develop digital strategies/tactics to best engage with the target audience
- Review external communication channels and provide recommendations for advertising

## **2. Create and Deploy**

- Participate in the development of comprehensive marketing and communications plans
- Maintain a framework and schedule for digital content and execute the activities
- Develop innovative solutions to marketing and communications opportunities and challenges identified by internal stakeholders including website and social media content, and advertising
- 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 Wordpress website including developing content such as videos and blogs
- Coordinate content for the Meewasin App
- Use Meewasin branding and templates to execute all marketing and communications in line with the visual and written identity
- Collaborate with leadership in a timely manner to determine appropriate media responses via various channels
- Develop and manage content for electronic newsletters or information 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
- Review and make recommendations regarding website content regularly and ensure information is up to date, current and accurate
- Maintain electronic filing system of photos and photo releases for easy retrieval

## **Education and Experience**

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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), is required. 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.).

A satisfactory Criminal Record Check, including a vulnerable sector check, is required prior to appointment to the position.

A valid driver's license is required.

This position will require weekend and evening work on occasion.

## Required Competencies

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Meewasin has four core competencies that are common for all Meewasin positions and support the culture of this organization. They form the foundation of our recruitment tools and employee assessments:

### **Effective Communication**

Demonstrates the ability to communicate effectively in a wide variety of situations including face-to-face, over the phone and in writing.

### **Teamwork and Collaboration**

Demonstrates the ability to work cooperatively within a team, and with individuals throughout the organization, to achieve optimal results.

### **Flexible and Adaptable**

Demonstrates an ability to adapt and thrive in an atmosphere of changing priorities and circumstances.

### **Problem Solving and Decision Making**

Able to take action in solving problems while exhibiting judgement and a realistic understanding of issues; able to use reason even when dealing with emotional topics; review facts and weigh options.

In addition, the specific competencies for Meewasin's Marketing Coordinator are:

### ***Knowledge and Expertise***

Demonstrates proficiency in the knowledge and skills specific to the position and uses expertise to serve the objectives of both the department and organization as a whole.

### ***Initiative***

Demonstrates taking action without being prompted to do so by others, complete tasks by removing barriers and locating necessary resources.

### ***Results Oriented***

Demonstrates a consistent focus on achieving results by overcoming challenges or obstacles; achieves or surpasses standards of excellence.

### ***Attention to Detail***

Attends to accuracy, completeness and timeliness in tasks; approaching work in a disciplined and orderly fashion.