

## MANITOBA START JOB OPPORTUNITY BROADCAST (J.O.B.) ADVERTISEMENT

POSITION	MARKETING COMMUNICATIONS SPECIALIST
JOB NUMBER	2716
NUMBER OF POSITION/S	1
NOC CODE	5124
CLOSING DATE	2016-12-23
LOCATION	Winnipeg, MB Downtown
ACCESSIBLE BY TRANSIT	Yes
HOURS PER WEEK	TBD
HOURLY WAGE RANGE	TBD
JOB TERMS	Full time
JOB DESCRIPTION	The Marketing Specialist is responsible for coordinating and producing promotional materials, as well as assisting the CEO and other team members with marketing, communications and outreach tasks. The primary focus of this contract position will be to promote the agency's 60th anniversary year in 2017.
JOB DUTIES	<p>Responsibilities include but are not limited to:</p> <p><b>General</b>            Coordinate the agency's promotional materials, publications and activities (i. e., brochures, flyers, newsletters, posters, forms, events, photography, video, etc.)            Help transform Marketing related communications from traditional to digital approaches; elevate and bring agency's brand to life in materials and online            Research, coordinate, write, create and post printed and online content; meet with team members to develop concepts and solutions            Track competition and recommend improvements for materials            Draft, design, shoot, coordinate and edit visual/multimedia media and other finished products such as videos, PowerPoint and photography            Maintain, update and restructure the agency's website as required            Under the CEO's supervision, work with agency staff and outside vendors            Work with external graphic designers, other freelancers and vendors</p> <p><b>Marketing</b>            Assist in the development and delivery of marketing strategies and systems supporting agency's initiatives            In collaboration with colleagues and program leads, initiate and coordinate content updates for publications, website and social media            Collaborate with the management team and Fundraising Communications Committee to develop and produce integrated campaigns and materials; manage and develop content and help drive engagement</p>

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<p><b>JOB DUTIES</b></p>	<p>Create infographics, videos, imagery and interesting posts for all areas          Update and manage visual assets such as photos and videos          Coordinate inventory; order, store, distribute and track promotional merchandise          Provide support to management in the development of special projects and initiatives</p> <p>Events &amp; Outreach Activities          Support event activities with promotion and content development and creation          Assist with staff events and help with setup; backup the primary event staff          Assist with audio-visual requirements at events          Some travel may be required for outreach initiatives</p>
<p><b>QUALIFICATIONS, REQUIREMENTS &amp; SKILLS</b></p>	<p>Certificate, diploma or degree in marketing and/or creative communications, or a suitable combination of education and experience          Two years of ad agency, PR firm and/or educational marketing experience          Some experience with Adobe Creative Suite 6 or newer version          Knowledge of contemporary website content management systems, online file formats, website tracking tools, search engine optimization, and online-based communications solutions          Knowledge of the principles and techniques of marketing, promotion, business and strategic planning          Desire to increase understanding of the importance of support services for older adults          Familiarity with interactive and digital technologies, video, animation and photography          Content, writing and curation experience          Current drivers license</p>
<p><b>OTHER DETAILS</b></p>	<p>.5 EFT          Contract Position 1 Year Term</p> <p>REPORTS TO: Chief</p> <p>Executive Officer          UNION AFFILIATION: Exempt</p>
<p><b>APPLICATION PROCESS</b></p>	<p>Send targeted resume          Apply through your CC</p>
<p><b>APPLICATION DETAILS</b></p>	<p>Kindly send your targeted resume and a cover letter to your Career Coach via email. Please indicate the job title and number in the application.</p>
<p><b>JD</b></p>	<p>Stacey Singbeil</p>