



Assiniboine Park
Conservancy

55 Pavilion Crescent
Winnipeg, Manitoba
R3P 2N6 Canada

info@assiniboinepark.ca
P 204 927 6000
F 204 927 7200

Marketing Coordinator

Who we are:

Creating the future vision for one of Winnipeg, Manitoba, Canada's most prized treasures, Assiniboine Park Conservancy (APC) is the not-for-profit organization that oversees Assiniboine Park's operations and ensures its ongoing redevelopment and financial viability. Our team is inspired to create and deliver extraordinary experiences for the people who visit and use the Park and Zoo including building friendly, supportive, effective relationships with stakeholders, community and the general public. We want to be a place where people share the wonders of nature in a way that inspires them to conserve it for the future.

Your Role:

The Marketing Coordinator will support the development and management of the marketing strategy for the Assiniboine Park Conservancy (APC), ensuring brand positioning is integrated and reflected across all consumer touchpoints and sales channels. Reporting to the Director, Marketing, the Marketing Coordinator will ensure the implementation of marketing strategies and execution across all APC brands, with the goal of supporting business objectives for Park-wide Programming and special events such as Boo at the Zoo, Brew at the Zoo, and Zoo Lights., APC Restaurants, Banquet Venues & Catering, Retail Outlets, and Education Programming & Workshops.

The Marketing Coordinator is integral in revenue generation for APC. This position will execute and provide assistance to ensure the continued growth of membership, loyalty, and ticket pricing programs across all APC brands such as, Zoo, The Leaf, and APC Signature Events. The Marketing Coordinator will collaborate with business unit leaders and assist in production coordination and installation of operational signage and other marketing campaign materials.

The Marketing Coordinator will support and coordinate marketing campaigns that drive awareness, affinity, and an emotional connection to the APC brand with a global audience design. This position will help to identify unique creative opportunities to build and integrate branding strategies and marketing campaigns that connect with people on any platform ensuring APC's brand involves human and emotional storytelling and creates a successful landscape of educational, inspirational, and engaging content.

Qualifications:

- A Bachelor's Degree in business, marketing, or a related field.
- An equivalent combination of education and experience may be considered.
- Competent in all areas of marketing with 2-3 years of revenue focused business generation including strategy, plans, sales enablement, analytics, and an aptitude for leveraging digital marketing, digital advertising, and sales acceleration tools and technologies.





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- Proven ability to champion new ideas and initiatives and creates an environment that supports innovation; leverages fresh perspectives, breakthrough ideas, and new paradigms to create value in the market.
- Excellent proficiency with computer programs including Microsoft Office software and a demonstrated aptitude for quickly learning new software programs.

What we have to offer:

- Comprehensive group benefits (health, dental, life, travel) and RRSP plan
- Employee Assistance Program
- Free Parking
- Zoo Membership

How to apply:

All interested applicants can submit their résumé and cover letter on our career website:

<https://www.assiniboinepark.ca/careers>

Deadline to apply: December 8, 2021

