



Marketing Coordinator- Interior Region 2017-051

Position: Community Sector
Union: HSA – Community
Salary: Grid 10- \$21.53
Location: Kamloops

Are you a people person with a mind for strategy? Do you enjoy combining creativity with community? Do you have a knack for writing copy and an eye for design? If you said 'yes' to any (or all!) of the above, and enjoy working in a dynamic, self-directed environment -- we may have just the job for you!

Open Door Group is searching for a Marketing Coordinator to support our mission in the BC Interior Region. As the Marketing Coordinator, you will be responsible for promoting and raising awareness of Open Door Group's programs, services, and brand within the local community through a combination of community presentations, outreach events, marketing campaigns, online engagement, and media outreach. You love connecting with people and fostering relationships with partner organizations, local committees, and media. You are organized and detail-oriented, and have the creative and technical skills to develop innovative marketing materials and social media campaigns that look good, sound good, and get results.

About Kamloops:

Kamloops is a thriving community of over 90,000 with a multitude of activities for residents to enjoy. Whether your passion lies in outdoor activities such as hiking and water sports, social connections in a bustling downtown core, or local arts and culture, BC's Friendliest City and Canada's Tournament Capital is sure to offer something for everyone! Kamloops welcomes residents to a vast, rugged landscape with more than 100 lakes, and is surrounded by a breathtaking natural environment. Pairing 2,000 hours of sunshine each year with a relaxed, welcoming culture, this Interior hot spot may be just the lifestyle you're looking for!

About Open Door Group

Open Door Group is a non-profit, social enterprise that operates on the fundamental belief that all individuals have the right and ability to succeed. Established in 1976, we deliver a range of programs and services to help individuals prepare for, find and keep employment and/or develop meaningful connections in their communities.

Today, Open Door Group serves thousands of people per year in several communities throughout BC. Open Door Group's mission is Opening Doors to Lifelong Learning and Career Success. We are a CARF-Accredited organization and a certified Great Place to Work.

Job Summary

Reporting to the Program Director, the Marketing Coordinator-Interior Region is responsible for the coordination of the organization's public relations and marketing activities for the Interior Region of BC.

The Marketing Coordinator will be required to assist with the organization of events and other public relations initiatives.

Duties

1. Implements marketing and advertising campaigns to increase customer referrals and/or public awareness for/on ODG programs and services. Marketing campaigns include analyzing operational needs, preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional materials; planning and organizing promotional presentations; updating calendars.
2. Plans and actively participates in meetings and events by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists; and act as spokesperson at meetings and events.
3. Develop and implement external communication strategies/activities to increase customer and community knowledge and awareness of ODG programs and services.
4. Social media content writing, editing and publishing.
5. Media relationship development.
6. Conduct market research.
7. Assist other company marketing tasks and events.
8. Maintain inventory of marketing collateral, including business cards, letterheads and brochures, ordering additional supplies as requested.
9. Participate in training and professional development activities as required.
10. Perform other related duties as assigned.

Education, Training, and Experience

- Marketing or Communications diploma from BCIT or other recognized university and/or college
- Minimum two years relevant marketing /communications /PR work experience.
- Proficient in content marketing theory and application.
- Proficient in MS applications including Excel, Publisher, and PowerPoint
- Experience with Photoshop, Illustrator, Google Analytics, Content Management Programs and Email and Marketing Software (i.e. Constant Contact)

- Experience with InDesign, Illustrator, web content management systems such as WordPress required
- Experience in tight deadlines and managing projects.

Skills and Abilities

- Extremely confident in public speaking and self-motivated.
- Team oriented with positive attitude.
- Excellent verbal and written skills.
- Ability to build strong relationships with outside partners and possess strong negotiating skills.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Successful with outlining, managing and performing multi-tasking environment.
- Ability to prepare effective and compelling marketing material
- Ability to work in a flexible environment and to work independently

Hours of Work: 36 hours per week
Date Posted: August 11th, 2017
Competition Closing Date: August 18th, 2017
Starting Date: To Be Confirmed

Email applications must include “2017-051 Marketing Coordinator-Interior Region” in the subject line and submit Resume to: humanresources@opendoorgroup.org

**Thank you for your interest in joining the Open Door Group team.
Only short-listed candidates will be contacted.**