



JOB DESCRIPTION

MARKETING & COMMUNICATIONS COORDINATOR

POSITION TYPE: Full Time – 35 hours per week
REPORTS TO: Manager of Recreation & Community Services

DESCRIPTION

The Marketing and Communications Coordinator works collaboratively with the MHRD team, community partners and volunteers to increase awareness of programs and services, the benefits of recreation and messaging that supports healthy active living. The Coordinator will be responsible for developing engaging content for a variety of social media platforms, management of the MHRD website, electronic newsletters, and print materials.

RESPONSIBILITIES

Social Media

- Curate a results-driven social media engagement strategy
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Maintain consistent and unified brand voice across all communications.
- Monitor trends in social media platforms and appropriate strategies to promote and market MHRD programs and services.

Website Management

- Managing website upgrades and testing performance
- Updating website content, including information, images, calendar content, graphics, etc.
- Collaborate with MHRD staff to develop a content strategy that promotes external user engagement and overall web traffic.
- Utilize web metrics to maximize search rankings, optimize content and analyze user engagement.
- Troubleshooting website issues.
- Ensuring compliance with all regulations.

Marketing

- Designing, and updating the MHRD Community Recreation and Resource Guide.
- Proactively increase knowledge and awareness of the Macdonald-Headingley Recreation District programs and services through marketing and promotion.

- Lead the execution of all marketing plans that target specific audiences related to programs and services.

SKILLS AND KNOWLEDGE

- Able and willing to participate in and contribute to a team-based work environment.
- Ability to develop and manage relationships with stakeholders, municipal partners, advertisers, volunteers, and public.
- Personally committed to the benefits of recreation and supporting community development.
- Experience and knowledge of recreation delivery services and municipal governance would be beneficial.
- Ability to understand historical, current, and future trends in the digital content and social media space.
- Self-motivated, resourceful, and energetic.
- Ability to prioritize, organize and multi-task to meet deadlines and program requirements.
- Flexibility to adjust to dynamic work environment.
- Passion for social media and proficiency with major social media platforms, social media management/scheduling tools and website management.
- Exceptional organizational skills and strong attention to detail and visual design.
- Excellent social listening and interpersonal skills.
- Ability to manage multiple project time constraints and consistently meet deadlines.
- Exceptional writing skills with an ability to proof, edit and write engaging and informative content.

EDUCATION AND EXPERIENCE

- Minimum high school education or equivalent.
- Post-secondary education in business administration, desk top publishing and/or creative communications is beneficial.
- Direct experience using social media management tools is preferred.
- Proficiency with Microsoft Office (Excel, Outlook, Word).
- Experience with Adobe Creative Cloud (InDesign, Photoshop, Illustrator, etc.).

WORKING CONDITIONS

- Travel using a personal vehicle is a requirement for this position.
- General office hours are 8:30 am – 4:30 pm.
- Some requirements to work irregular hours to participate in off hour programs, meetings, and events.

OTHER DUTIES

This job description is not a comprehensive listing of activities, duties or responsibilities that are required. Duties, responsibilities, and activities may change, or new ones may be assigned at any time and without notice.

It is MHRD's expectation that all employees must be fully vaccinated for COVID-19 in a manner approved by Manitoba Public Health. Providing a confirmation of full vaccine status is a condition of employment unless a request for accommodation in accordance with the Human Rights Code (Manitoba) has been approved by MHRD.

I acknowledge that I have read and understand the above job description in its entirety and can perform all the stated requirements.

Employee Signature

Date

Employee Name (Print)

Macdonald-Headingley Recreation District