



## **Marketing Coordinator**

### **About Us**

The Greater Niagara Chamber of Commerce (GNCC) is a non-profit, membership based organization, dedicated to the success of businesses and organizations to ensure that Niagara is at its economic and social best.

### **Position Summary**

We are seeking, on a part-time permanent basis, an enthusiastic, experienced, take-charge professional with the ability to coordinate the administration and execution of GNCC and member marketing. The Marketing Coordinator will report to the Director of Operations and Communications. The position requires flexible hours and travel throughout the Niagara Region.

### **Ideal Candidate**

The successful applicant will be able to anticipate project needs, discern work priorities, and meet deadlines with minimal supervision. The ideal candidate has experience with marketing co-ordination and execution, who can provide outstanding customer service, has effective relationship building skills for both internal and external customers. They will also have a passion for the community and seeing it grow.

### **Duties & Responsibilities:**

#### **Marketing Coordination Duties:**

- Content calendar management
- Build and maintain strong social media presence across all existing platforms including IG/FB/ LinkedIn
  - Managing social posting calendar
  - Writing social posts
  - Capturing interesting and relevant content at the office and on event sites
- Writing and scheduling social media posts and ads on behalf of GNCC members
- Designing and updating graphics for event promotion
- Maximizing event registrations
- Creating and sending attendee follow up emails
- Create and schedule Mailchimp marketing emails
  - Create content ideas with support from leadership
  - Track and pull analytics for each eblast to report to management
- Track and report on media mention and impact



- Monitor and respond to inquiries
- Other duties as required

**Attributes of a successful candidate:**

- Self-starter and knowledge hungry
- Must be exceptionally detail oriented, paying attention to even the smallest details
- Extremely well-organized with strong multi-tasking and problem-solving skills
- Excellent communication, negotiation, and vendor management skills
- Ability to communicate with all parties via phone, email and in person resulting in a successful event for client, guests, vendors, and venues
- Teamwork and leadership abilities, must be able to work with internal staff and stakeholders to complete job efficiently
- Must be able to resolve conflicts and complaints
- Ability to remain calm and work well under pressure
- Ability to work on multiple projects and deadlines
- Effectively network with a wide variety of clients, vendors, stakeholders and establish professional relationships
- Dependable, reliable, and maintain high-quality standards

*\*This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee; duties, responsibilities and activities may change, or new ones may be assigned at any time with or without notice*

**Skills & Qualifications**

- Diploma or degree in communications or communications related field preferred
- Strong interpersonal, verbal and written communication skills
- Excellent organizational and multi-tasking skills with the ability to deliver high quality results while working under multiple deadlines
- Superior problem-solving skills and the ability to work independently
- Graphic portfolio to impress and client testimonials & references
- Two (2) to Five (5) years of marketing experience preferred
- Experience with an e-mail marketing tool
- Graphic design experience – experience using Adobe Creative Suite
- Experience using a 3<sup>rd</sup> party social media scheduler like Sprout
- A valid driver's license and access to a vehicle is required

**Work Environment**

- Good physical strength and stamina
- Able to work under pressure



- Able to work extended hours when required

**Commitment to Diversity**

GNCC is committed to diversity in our workplace. We encourage applications from people of all genders, races, ethnic origins, religions, abilities, and sexual orientations.

Please submit your application in the form of resume and cover letter to [info@gncc.ca](mailto:info@gncc.ca) by Friday, February 17, 2023. (Note in the subject line: Marketing Coordinator.)

While we appreciate the interest of all applicants, only those selected for an interview will be contacted.