



ECONOMIC DEVELOPMENT

Midland Penetanguishene Tay Tiny

Marketing and Events Coordinator

If you are proficient in social media, events, and enjoy learning about a diverse range of small businesses, startups and entrepreneurs, and have a passion for building community, this position is for you!

Reporting to the Director, the Marketing and Events Coordinator will execute the marketing strategy of the organization, including developing content and posting on social media, updating the website, planning and participating in entrepreneurship ecosystem events.

Candidates should have excellent storytelling skills, ability to multi-task and take initiative while working independently on a remote team.

The ideal candidate will be competent with Google, Microsoft Office, social media, recreational photography, Eventbrite, Canva, and Wordpress. A communications, marketing or graphic design degree/diploma or professional experience would be an asset.

EDCNS practices employment equity and is dedicated to building a workforce that reflects the diversity of our community, including members of visible minorities, Indigenous peoples, and persons with disabilities. If you require special accommodation, please advise.

Job Description: Marketing and Events Coordinator

Reports To: Director

Type: Temporary Position, Part-time, Contract, 20 hours per week for 6 months with the possibility for renewal.

Location: In person at EDCNS office, 212 King St. Midland, ON.

Organization overview: The Economic Development Corporation of North Simcoe is a non-profit organization incorporated by the Town of Midland, the Town of Penetanguishene, the Township of Tay and the Township of Tiny for the purpose of collaboratively promoting the economic health and prosperity of North Simcoe.

Job Description: The Marketing and Events Coordinator is responsible for executing the social media plan, newsletter, updating the EDCNS website, planning events and coordinating marketing communication materials.

The successful candidate will use their storytelling skills to create compelling content to share success stories, engage local entrepreneurs and businesses to participate in programs and recognize our partners.

The candidate will have the opportunity to meet and learn about businesses in agri-food, manufacturing, construction and tourism and be part of developing a new, exciting network of business professionals and the first innovation hub in North Simcoe.

In this role the candidate will:

- Coordinate, design and develop engaging and inspiring social media, blog and newsletter content. Experience with Canva is an asset.
- Manage the organization's social presence, ensuring consistent and current messaging aligned to the organization's mission.
- Coordinate website content as required, experience with Wordpress is an asset.
- Monitor online user experience and audience engagement through website and social analytics.
- Plan and schedule events using Eventbrite
- Ensure CRM is updated with clients, members, sponsors, donors, referral partners, mentors and possible leads as required.
- Represent EDCNS as an organization and local ecosystem events and carry out responsibilities in keeping with the organization's vision, mission, and guiding principles.
- Perform administrative and other related duties as assigned by the Director.

QUALIFICATIONS

- Excellent communication skills, both oral and written.
- Demonstrated interpersonal skills through working effectively and communicating with a variety of different audiences.
- Ability to take personal initiative and work independently and as a productive and supportive member of a team.

- Strong organizational skills in planning and completing projects by agreed deadlines.
- High attention to detail and accuracy.
- Ability to multi-task in a fast-paced environment with a proven ability to manage a broad workload.
- Flexibility in approach to new tasks.
- Working knowledge of Microsoft Office (or similar), Google Workspace, Canva (or graphic design software) and social media.
- Communications, website design or graphic design-related degree/diploma is an asset but not required.

Estimated Start Date: November 1, 2024

Salary expectations: \$25.00