

Job Description

Marketing & Communications Coordinator

IDENTIFICATION

Job Title: Marketing & Communications Coordinator

Supervisor's Position: Director of Economic Development & Tourism

Job Status: Permanent Full Time - Mon to Fri - 37.5 hrs. per week

Location: Welcome Centre & Other off-site locations where required for events

OVERVIEW

The Marketing & Communications Coordinator plays a vital role in supporting the Director of Tourism & Economic Development in achieving the promotional and engagement objectives of the Town of Inuvik by organizing and delivering various programs, campaigns, marketing initiatives, and special projects.

The coordinator reports directly to the Director and focuses on promoting the Town of Inuvik through the creation, management, and distribution of images, stories, and promotional materials. They utilize both print and digital platforms to effectively reach the target audience.

Overall, this position requires a combination of marketing and communication skills, as well as the ability to execute plans and collaborate with various stakeholders to promote the Town of Inuvik and support its growth.

RESPONSIBILITIES

Digital & Corporate Asset Management

- Creating and managing an image and video library for the Town of Inuvik, including cataloging, inventory, and storage of assets.
- Maintaining creative assets such as images, logos, and graphics for the Town of Inuvik.
- Creating, maintaining, and distributing graphic standards, policies, and procedures for the Town
 of Inuvik.
- Taking and distributing photos and videos on behalf of the Town of Inuvik.
- Managing and maintaining software, hardware, and equipment for the Tourism & Economic Development Department.

Promoting the Town of Inuvik through digital means:

- Utilizing social media, websites, and online profiles to promote the Town of Inuvik.
- Creating and distributing engaging news, community stories, and images aligned with strategic objectives and plans.
- Monitoring and reporting on metrics and analytics of various distribution channels.
- Creating and implementing an annual social media content calendar.
- Updating and maintaining corporate social media channels (Facebook, Twitter, Instagram) with relevant content.
- Following best practices in social media for destination management organizations.

Tourism Communications:

- Creating and distributing engaging content aligned with strategic objectives and plans for tourism.
- Managing social media channels (Facebook, Twitter, Instagram, YouTube) for Inuvik Tourism.

- Engaging with visitors online to build relationships and increase followers and new markets.
- Staying up to date on social media tools, platforms, and practices.
- Encouraging user-generated content and following best practices for tourism industry and social media.

Event, Conference, and Tradeshow Communications:

- Handling communications activities for event promotion and management.
- Creating and distributing relevant news stories and images for events, conferences, and tradeshows.
- Updating and maintaining event-specific microsites and social media profiles.
- Managing the Town of Inuvik profile on tourism websites and other online communities.
- Connecting with local tourism stakeholders regarding the management of their online and social media accounts.
- Requesting and distributing content from various tourism stakeholders for promotion and campaigns.

Creating, managing, and distributing print, digital, and marketing collateral:

- Creating advertising materials for print and digital platforms.
- Ensuring timely distribution of collateral materials.
- Writing engaging content for digital and traditional channels.
- Proofreading, updating, and fact-checking communication materials.
- Creating and distributing email, digital, and print newsletters.
- Editing website content using web content management systems.
- Collaborating with other departments, agencies, and vendors for content distribution.

Acting as a lead media, marketing, and communications agent:

- Creating and distributing press releases, updates, notices, letters, posters, and bulletins.
- Assisting with brand and online advertising efforts.
- Collaborating with local tourism operators and stakeholders.
- Collaborating with Northwest Territories Tourism and other destination marketing organizations.
- Attending trade, media, consumer, and industry events, conferences, and tradeshows.
- Fostering cooperation and cross-promotion with regional tourism operators and small businesses.

Performing other related duties as required by the Director of Tourism & Economic Development.

KNOWLEDGE, SKILLS, AND ABILITIES

The incumbent for this position should possess proficient knowledge in the following areas:

- Thorough knowledge of tourism marketing, promotional techniques, and industry best practices.
- Strong understanding of communications techniques, media outreach, and corporate/Municipal context.
- Proficiency in creating promotional materials, logos, posters, and imagery using computer software (Adobe Creative Suite / Creative Cloud).
- Excellent oral and written communication skills for effective expression of ideas.
- Ability to establish and maintain effective working relationships with government officials, partners, departments, media, visitors, stakeholders, and the public.
- Ability to work under pressure, handle changing priorities and timelines, and maintain attention to detail and accuracy.
- Understanding and adherence to brand image, identity, voice, and guiding principles.

- Proficiency in MS Office, including Outlook, Word, Excel, and PowerPoint.
- Managing and creating content for social media profiles and platforms (Facebook, Twitter, Instagram, YouTube) for corporate or tourism-focused organizations.
- Experience managing social media platforms under a brand identity or corporate account.
- Experience managing and delivering successful promotional campaigns and projects.
- Knowledge of communications and public relations strategies, protocols, and best practices.
- Experience with web editing and content management platforms (WIX, Drupal).
- Ability to create content and stories that drive destination visitation.
- Strong team player with the ability to work independently and collaborate with colleagues, supervisors, and industry partners.
- Initiative, leadership, and taking ownership of content, projects, and materials produced.
- Proficiency with digital communication and content management platforms (e.g., Constant Contact, Facebook, Twitter, Instagram, Hootsuite, CrowdRiff).
- Excellent time management skills with attention to detail, accuracy, and quality.
- Service-oriented with strong interpersonal skills.
- Flexibility, adaptability, and a sense of humor are encouraged.

WORKING CONDITIONS

Physical Demands

There may be the infrequent need to lift and carry some moderately heavy objects such as boxes of promotional items and the need to set up and tear down tables/chairs during special events. This could lead to fatigue.

Environmental Conditions

Most of the work as a Marketing & Communications Coordinator is performed in a controlled office environment with limited exposure to difficult or harsh environmental conditions. However, there may be occasions when the coordinator needs to work in various facilities and outdoor locations, which could involve extreme weather conditions. This may also require working on weekends, after-hours, and holidays to support events, campaigns, and other time-sensitive initiatives.

Sensory Demands

When spending long periods of time at a computer, there is the need to focus intently on material/data at hand requiring concentration. This can lead to fatigue.

Mental Demands

The role of the Marketing & Communications Coordinator involves managing multiple requests and situations simultaneously. This could create a certain level of stress due to the need to complete tasks within tight deadlines while maintaining a high level of accuracy and attention to detail. Efficient time management and organizational skills are crucial to successfully handle these responsibilities and minimize stress.

I certify that I have read and understand the responsibilities assign	gned to this position.
Employee's Printed Name	Employee's Signature
I certify that this job description is an accurate description of the	responsibilities assigned to the position
Supervisor's Printed Name	Supervisor's Signature
I approve the delegation of responsibilities outlined herein within structure.	the context of the attached organizational
SAO's Printed Name	SAO's Signature

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.