



Job Description

Marketing & Communications Coordinator

IDENTIFICATION

Job Title: Marketing & Communications Coordinator

Supervisor's Position: Director of Economic Development & Tourism

Job Status: Permanent Full Time RI – 37.5 hours per week; non-standard work week with split shifts, evenings, weekends and often during statutory holidays

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

PURPOSE OF THE POSITION

The Marketing & Communications Coordinator assists the Director of Economic Development & Tourism to meet promotional and engagement objectives of the Town of Inuvik through the delivery of programs, campaigns, marketing initiatives, and special projects.

SCOPE

Reporting to the Director of Economic Development & Tourism, the Marketing & Communications Coordinator is responsible for promoting the Town of Inuvik by creating, administering, & distributing images, stories, and promotional materials through print & digital means. The Marketing & Communications Coordinator is also responsible for implementation of strategies, projects, and campaigns that promote and strengthen the local community and economy as directed by the Director of Economic Development & Tourism.

Failure to provide adequate services will result in poor visitor servicing possibly resulting in less future visitation, investment, and economic activity within the Town of Inuvik. This will have an impact on the overall vitality of the tourism, investment, and economic development potential for the Town of Inuvik.

RESPONSIBILITIES

Digital & Corporate Asset Management

- Creates & Manages an images & video library for the Town of Inuvik including cataloguing, inventory, and storages of such assets
- Maintains Town of Inuvik creative capital such as images, logos, & graphics
- Creates, maintains & distributes Town of Inuvik graphic standards, policies, & procedures
- Takes & distributes photos & videos on behalf of the Town of Inuvik
- Manages & maintains all relevant software, hardware, and equipment for the Tourism & Economic Development Department including but not limited to: cellular phone, iPad, laptop, digital camera, Tradeshow Materials, tripods, speakers, banners, media walls, etc.

Promotes the Town of Inuvik through digital means (social media, websites, & online profiles)

- Municipal & Corporate Communications
 - i. Creates and distributes images and engaging news & community stories in alignment with Town of Inuvik Strategic Objectives and Plans (Town of Inuvik Strategic Plan, & Inuvik Community Sustainability Plan)
 - ii. Prepares and maintains metrics & monthly analytics reporting regarding various distribution channels as directed
 - iii. Creates, maintains, & implements an annual social media content calendar for online marketing & promotion on various platforms with input and guidance from other Municipal Departments & Directors
 - iv. Updates and maintains Town of Inuvik corporate social media channels (Facebook, Twitter, Instagram) with fresh and relevant content, including monitoring social media activity and providing timely and relevant responses where needed
- Tourism Communications
 - i. Creates and distributes images & engaging content in alignment with Town of Inuvik Strategic Objectives and Plans (Inuvik Economic Development Strategy, Inuvik Tourism Strategy, & more) and follows best practices in social media for destination management organizations (DMO's)

- ii. Updates & maintains Town of Inuvik “Inuvik Tourism” social media channels (Facebook, Twitter, Instagram, & YouTube) with fresh and relevant content including monitoring social media activity and providing timely and relevant responses where appropriate
 - iii. Creatively and proactively engages with current, potential, and past visitors online to drive favourable relationships and conversations and to increase followers, fans, and new audiences and markets.
 - iv. Stays up-to-date on new social media tools, apps, platforms and practices and suggest improvements and modifications when necessary.
 - v. Solicits User Generated Content (UGC) when and where possible in alignment with other tourism destinations’ best practices while following guiding principles of the tourism industry & social media expertise
 - vi. Updates and maintains Town of Inuvik consumer facing “Inuvik Tourism” Website
- Event, Conference, & Tradeshow Communications
 - i. Creates, Coordinates, and Distributes all communications activities related to event promotion and management including but not limited to: branding guidelines, logos & positioning event press releases, digital ads, print ads, posters, flat sheets, sponsorship packages, exhibitor packages, speaker & performer agreements, etc.
 - ii. Creates and distributes images & engaging news stories relevant to upcoming events, conferences, & tradeshows
 - iii. Updates and maintains Town of Inuvik event-specific microsites and social media profiles (Inuvik Sunrise Festival, Arctic Development Expo, Arctic Market)
- Updates and maintains the Town of Inuvik profile for the NWT Tourism website; and other online communities
- Connects with local tourism stakeholders regarding the management & upkeep of their online & social media accounts including Trip Advisor, Facebook, Instagram & Twitter
- Requests & distributes content from various tourism stakeholders for tourism promotion and social media campaigns

Creates, manages, & distributes all print, digital & marketing collateral for the Town of Inuvik

- Creates magazine, newspaper, print, and digital advertising as directed
- Ensures timely distribution of collateral materials to targeted outlets including guides, brochures, flat sheets & promotional materials
- Editing & Copywriting: Creates engaging content for digital channels (website, email newsletters, social media, blogs etc) and traditional channels (brochures, posters, tradeshow displays etc).
- Proofreads, updates, and fact-checks communication materials, ensuring accuracy, and maintaining consistent brand voice in all internal and external communications
- Email Marketing: Creates and distributes email, digital, & print newsletters to a variety of audiences (residents, conference participants, prospective visitors, small businesses, etc)
- Website Editing: Utilizes various web content management systems (WIX, Drupal), add images and videos, and blogs
- Works collaboratively with other municipal departments, external agencies, and vendors to gather and distribute content while editing when necessary
- Participates in meetings, work closely with the Special Projects & Events Coordinator and other stakeholders to ensure integration into overall messaging

Serves as a lead media, marketing, & communications agent for the Town of Inuvik

- Creates & distributes press releases, updates, notices, letters, posters & bulletins
- Assists with brand and online advertising efforts including fulfilling various requests for graphics, collateral materials, written content, and questions concerning brand guidelines and usage for Town of Inuvik's advertising assets
- Works with local tourism operators & stakeholders to maximize visitation & visitor experience through marketing & communication campaigns
- Collaborates with Northwest Territories Tourism and other DMO's on marketing and promotional activities, events, & campaigns
- Attends various trade, media, consumer, & industry events, conferences, and tradeshow promoting the Town of Inuvik

- Works with regional tourism operators & small businesses to foster co-operation and cross promotion including itinerary and package development

Special projects, events, campaigns, and duties as designated by the Director

- Assists with a variety of special projects, events, & marketing campaigns
- Performs other related duties as required at the discretion of the Director

KNOWLEDGE, SKILLS AND ABILITIES

- Thorough knowledge of tourism marketing and promotional techniques, approaches, procedures, practices, and methods including industry standards and best practices in destination marketing
- Thorough knowledge of communications techniques & media outreach especially in a corporate or Municipal context
- Ability to create promotional materials, logos, posters, & imagery using computer software (Adobe Creative Suite / Creative Cloud)
- Ability to express ideas clearly and effectively both orally and in writing
- Ability to establish and maintain effective working relationships with government officials, partners, other municipal departments, external media, visitors, tourism stakeholders and the general public
- Ability to perform and work under pressure, changing priorities and often conflicting timelines while still paying attention to detail and accuracy
- Understands brand image, identity, voice, and adheres to guiding principles as set forth by the Town of Inuvik and tourism industry best practices
- Excellent oral and written communication skills, with a solid understanding of copywriting and editing as it relates to marketing materials for a range of audiences
- Demonstrated high proficiency in MS Office (Outlook, Word, Excel, PowerPoint)
- Demonstrated high proficiency in Adobe Creative Suite / Creative Cloud (InDesign, Illustrator, & Photoshop)
- Demonstrated experience managing and creating content for social media profiles and platforms (Facebook, Twitter, Instagram, YouTube) for corporate and/or tourism focused organisation
- Demonstrated experience managing social media platforms such as Facebook, Twitter, Instagram, Pinterest, & YouTube under a brand identity or corporate account
- Familiarization and experience working with digital camera and smart phone technology

- Demonstrated experience managing, executing, & delivering successful promotional campaigns & projects
- Demonstrated experience working with professional groups, government agencies, community members, performers, stakeholders, industry partners, sponsors, and residents
Proven and working knowledge in developing, managing, implementing, and evaluating communications and public relations strategies, protocols, and best practices
- Experience with web editing & content management (WIX, Drupal)
- Demonstrated ability to create content & stories that drive destination visitation
- Works independently as well as a strong team player with the ability to collaborate with colleagues, supervisors, and industry partners
- Shows initiative, demonstrates leadership and takes ownership & responsibility for content, projects, and materials produced
- Highly proficient with digital communication and content management platforms such as Constant Contact Facebook, Twitter, Instagram, Hootsuite, CrowdRiff, & others
- Superior time management skills with a strong ability to work on multiple tasks and projects while still maintaining strong attention to detail, accuracy, & quality
- Highly service-oriented with strong interpersonal skills
- Flexibility, adaptability and sense of humour are encouraged

The Marketing & Communications Coordinator would normally attain the required knowledge, skills and abilities through the completion of a post-secondary Degree in marketing, communications, business administration or tourism management with at least 2 years of experience working in hospitality, marketing, travel trade, tourism, public relations, or equivalent combination of education and experience.

Minimum 2 years of experience in creating, producing, and managing promotional content and collateral including advertising for print & digital media (preferably in a tourism and/or municipal context)

WORKING CONDITIONS

(The unavoidable, externally imposed conditions under which the work must be performed and which create hardship for the incumbent including the frequency and duration of occurrence of physical demands, environmental conditions, demands on one's senses and mental demands.)

Physical Demands

(The nature of physical effort leading to physical fatigue)

Marketing & Communications Coordinator

The Marketing & Communications Coordinator may have to spend long hours sitting and using office equipment and computers, which can cause muscle strain. The Marketing & Communications Coordinator may also have to do some light lifting of supplies and materials from time to time.

Environmental Conditions

(The nature of adverse environmental conditions affecting the incumbent)

The office may be a busy facility. The Marketing & Communications Coordinator may have to manage a number of projects at one time, and may be interrupted frequently to meet the needs and requests of members, residents, clients and contractors. The Marketing & Communications Coordinator may find the environment to be busy, noisy and will need excellent organizational and time and stress management skills to complete the required tasks. The Marketing & Communications Coordinator may work in a number of facilities and venues including outdoor locations, which may involve extreme weather conditions, weekends, after-hours and on holidays.

Sensory Demands

(The nature of demands on the incumbent's senses)

Sensory demands include use of the computer, which may cause eyestrain and occasional headaches. The office may be noisy and busy making it difficult for the Marketing & Communications Coordinator to concentrate.

Mental Demands

(Conditions that may lead to mental or emotional fatigue)

The Marketing & Communications Coordinator will have to manage a number of requests and situations at one time. Stress may be caused by the need to complete tasks within tight deadlines while maintaining a high level of accuracy and detail.

CERTIFICATION

<hr/> Employee Signature <hr/> Printed Name Date I certify that I have read and understand the responsibilities assigned to this position.	<hr/> Supervisor's Title <hr/> Supervisor's Signature Date I certify that this job description is an accurate description of the responsibilities assigned to the position.
<hr/> Senior Administrative Officer's Signature Date I approve the delegation of responsibilities outlined herein within the context of the attached organizational structure.	

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.