



### **Join the Dream Team!**

Position: **Marketing Coordinator** (Full-Time)

**Length:** One year with opportunity to renew

**Location:** Windsor, Ontario (Travel will be required)

We are currently seeking an enthusiastic professional to join our team in the role of Marketing Coordinator. Reporting to the President, the Marketing Coordinator will be responsible for the following:

- Work closely with events committee to promote Build a Dream events
- Develop and build strong relationships with vendors and volunteers
- Develop new relationships with individuals, corporations and local groups in order to achieve success in this role
- Develop and coordinate written event materials (e.g. sponsorship packages and proposals, invitations and letters, event reports, thank you letters, etc.)
- Update all social media channels with content support from graphic designer
- Update content on website
- Run regular social promotions and campaigns and track their success (e.g., Twitter chats, LinkedIn discussions, etc.).
- Explore new ways to engage and identify new social networks to reach our target audience
- Manage and update blog on website
- Write communications and lead briefing presentations to update stakeholders on event logistics and expectations
- Communicate with sponsors to ensure marketing collateral and event materials meet expectations
- Manage various email campaigns, including the template designs, calls-to-action, and content used in our email sends.
- Manage all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks
- Connect with influential media outlets and journalists to place stories about company news and other initiatives.
- Create content regularly to grow the organizations footprint (press releases, announcements, and creative content).
- Provide insights on what worked, what can be improved and where to focus marketing efforts for future events
- Track marketing development funds and budgets to ensure projects operate within budget

**Job Requirements: Qualifications/Skills/Experience:**

- Highly motivated individual with a proven track record of delivering results
- Excellent communication skills (both written and verbal)
- Strong time-management and organizational skills
- Ability to pivot quickly and manage multiple projects, deadlines and priorities within a fast paced, high pressure environment
- Experience with data-driven SEO analysis and optimization
- Ability to efficiently manage and promptly respond to all incoming inquires and/or requests for information independently or re-direct to the appropriate person/area, escalate issues where necessary
- Strong technical skills using digital marketing tools
- Passion for using the latest technology to promote and market the organization and events
- Strong meeting facilitation/presentation skills
- Strong relationship building skills with an ability to impact and influence at all levels
- Ability to travel as required and work variable hours driven by the needs of the business
- Superior knowledge of Microsoft Word, PowerPoint, Excel & Outlook
- Creative and innovative thinker
- Professional business presence and acumen
- Self-starter, high level of initiative, proven proactive thinker
- Commitment to customer service (internal and external)
- Bonus experience and skills include Adobe Creative Suite, demand generation, inbound marketing, and blogging.

**Preferred Qualifications:**

- 3+ years of graphic design experience and expertise with PowerPoint and/or related programs
- Post-Secondary Diploma

**Deadline to apply:****Monday February 18,2019**

Please email your RESUME and COVER LETTER to [info@webuildadream.com](mailto:info@webuildadream.com)

Please note only those selected for an interview will be contacted.