



Communications & Marketing Coordinator

If you live and breathe marketing, we need to talk. We're looking for a flexible and versatile individual who will lead us into the next stage of our growth. Ultimately, you will help us build and maintain a strong and consistent brand through a wide range of channels supporting all agency communications.

Key Duties:

- Develop the agency marketing and communication plan;
- Advance strategies and tactics to get the word out about IntegralOrg and drive qualified traffic to our front door;
- Deploy successful marketing campaigns and own their implementation from ideation to execution;
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups;
- Build strategic relationships and partner with key industry players, agencies and vendors;
- Manage, plan and develop internal and external communications strategies, programs, policies and activities including issues and reputation management, public relations and promotions;
- Manage the implementation of evaluation and measurement tools regarding communication activities;
- Manage communication with partnerships and program sessions across Alberta;

Requirements:

- Proven ability to create and execute a marketing and communications plan;
- Experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate;
- Up-to-date with the latest trends and best practices in online marketing and measurement;

Qualifications:

- Degree or diploma in Communications or Marketing with at least three years of related work experience in marketing plan development and execution;
- Strong analytical and project management skills;
- Confident and dynamic personality.
- The capacity to pay attention to detail and ensure work is consistently prioritized, completed and accurate within expected timelines;
- The ability to work collaboratively with the Executive Director and other staff and must have the ability to work in a small team and work independently with minimal supervision.

We are actively recruiting for this position so if you sound like the person we have described, please send your cover letter and resume to admin@integralorg.ca. We thank all applicants for their interest, but only those selected for an interview will be contacted. No phone calls, please.

Information on IntegralOrg can be found at www.integralorg.ca.