

<b>Job Title</b>	<b>Name</b>
<b>Marketing and Communications Strategist</b>	
<b>Division</b>	<b>Reports to:</b>
<b>Marketing &amp; Communications</b>	<b>Manager, Brand Strategy &amp; Communications</b>

### **Opportunity**

Edmonton Global is seeking a marketing & communications strategist to help develop and execute its digital marketing strategy, regional and international communications, social media presence and public relations.

### **Responsibilities**

Working within the Marketing and Communications team, the marketing & communications strategist will be deeply involved and lead many of the marketing and communications initiatives related to promoting the Edmonton region. From speech writing to copywriting for our website, to video production, to meeting business leaders from around the world, this role will be involved with a lot of projects.

Responsibilities include, but are not limited to:

- Social media – collaborate in developing and implementing Edmonton Global ‘s social media strategy as a tool to promote the investment opportunities in the Edmonton region.
- Media and rich content development – support the development of multiple forms of media (photography, video, maps, etc.) for use across platforms including collaboration with partners on content creation and usage. Design experience would be considered an asset.
- Content development – from writing blogs and business profiles, to preparing presentation materials, to drafting media releases and creating engaging content for newsletters, nurture campaigns, or website copy – above average writing skills are a must for this position
- Events – participate in the creation of events and activities that advance the Edmonton region’s brand awareness and engagement
- Project management – coordinate the design and production of materials for Edmonton Global, which may include brochures, displays, one-pagers, info graphics, swag, and other things that you’ll help develop
- Stakeholder engagement – ability to build and maintain relationships with a broad range of external stakeholders while maintaining a high level of professionalism
- Metrics and reporting – track and prepare reports on Edmonton Global’s marketing and communications KPIs
- General – participate in the activities of Edmonton Global (we’re a small shop and everyone chips in)

### **Qualifications**

- Completion of a Diploma or Degree in Public Relations, Communications, Marketing or a related discipline
- Minimum 2 years of experience in a position related to public relations, marketing and/or communications
- Experience using a content management system or an email newsletter software program
- Strong writing and proofreading skills and knowledge of Canadian Press Style

- Experience with posting to Instagram, Twitter, Facebook and YouTube and following social media best practices
- Experience and knowledge of image editing software
- Ability to build and maintain excellent working relationships and deliver a high standard of customer service
- Good organizational skills, ability to multi-task and manage priorities
- Proven ability to establish effective working relationships
- Willingness to listen, learn and lead with empathy
- Applicants written communications skills will be tested

Beyond education and some experience, we're looking for people who are ready to learn and do, and enjoy being part of a small team trying to change the world (or at least our part of it).

### **Work Conditions**

- Ability to attend and conduct presentations
- Manual dexterity required to use desktop computer and peripherals
- Lifting or moving up to 20 lbs may be required
- Normal hours will be 8:30 to 4:30, Monday to Friday, however, support for events, investor visits, and other initiatives will require occasional evening and weekend hours

### **Application Process**

Please email Amanda Borman, Office Manager at [aborman@edmontonglobal.ca](mailto:aborman@edmontonglobal.ca) "Application: Marketing & Communications Strategist" in the subject line, with your cover letter and resume attached by September 5, 2022.

In your cover letter, show us: 1) your personality – we want to know you're not a robot (and if you are a robot, why you're a special robot!); and 2) why you're the right fit for Edmonton Global.

We thank all applicants for their interest, but only short-listed applicants will be contacted. If you have questions about the process or the position, please contact Amanda (no phone calls please).

Edmonton Global is an equal opportunity employer and we value the diversity of people and communities. We are committed to an environment that is inclusive and barrier free. If you require accommodation during the hiring process, please inform us in advance to arrange reasonable and appropriate accommodations.