



Marketing Coordinator

About Torbay

The beautiful Town of Torbay is a vibrant community with over 7,899 residents on the Avalon Peninsula of Newfoundland and Labrador. Torbay is home to over 150 businesses, three schools, and numerous community groups. Situated right on the Atlantic Ocean, Torbay offers breathtaking views in a scenic, rural setting. Conveniently bordering the capital City of St. John's, all urban amenities, including major retail centers and an international airport, are within a few minutes' drive.

The Position

The Town is currently searching for a motivated, energetic, and enthusiastic individual to join our team as **Marketing Coordinator**. In this role, you will be primarily responsible for the development and implementation of all organization-wide communications, marketing, and other relevant material in support of the Town's Strategic Plan and the day-to-day operations of the municipality.

Major Duties & Responsibilities

Specifically, the Marketing Coordinator will support the Town's Marketing & Communications Plan by assisting with the following job duties:

- Contribute to and assist with the implementation of comprehensive communication and marketing campaigns in alignment with the Town's strategic plan and day to day operations, with the objective to enhance understanding of operations, programs, and services.
- Participate in the development of strategies to enhance the Town's online presence and assist with the development and execution of social media content; update and maintain the Town's website and social media-based mediums ensuring content is consistent and accurate.
- Lead coordination and planning with internal and external stakeholders for projects managed within the Department, ensuring timelines and budget remain on track.
- Assist in the planning, coordination, and execution of marketing events.
- Provide technical support to other departments with consistent branding to ensure the professional presentation of written documents, advertising, and other promotional materials.
- Prepare communication material, such as key messages, briefing and speaking notes, newsletter stories, and web content material to support the Town's marketing and communication strategy.
- Update and manage the Town's website and social media accounts.
- Issue pertinent and time-sensitive information to residents through all available communication channels maintained by the Town.

- Review and assist with presentation and visual materials as required to ensure compliance with the Town's brand.
- Photograph special events and activities and maintain a photo/image inventory for promotional purposes.
- Assist in coordination and production of marketing materials.
- Prepare reports by collecting, analyzing, and summarizing data.
- Maintain and retrieve information in accordance with the requirements set forth by the Access to Information and Protection of Privacy Act and Town policies.

Qualifications

The ideal candidate will possess relevant experience in the areas of marketing and graphic design; supplemented by a degree or diploma from a post-secondary institution with a focus on marketing, communications and/or a related discipline.

Desired Knowledge & Competencies

- Knowledge of marketing, communications, customer experience centered initiatives, systems, and technology.
- Excellent writing skills and an ability to write for and make content accessible to all levels of users.
- Proficient with Microsoft Office, WordPress, content management systems, Google Analytics, reporting tools and social media platforms.
- Experience with graphic and photo editing software.
- Effective interpersonal, oral, and written communication skills.
- Effective communication skills to build relationships and communicate information.
- Demonstrated dependability, reliability, flexibility, and ability to work both independently and collaboratively as part of a team.
- Strong ability to identify and take action to help where required, and to organize and prioritize tasks in a way that is helpful to the larger goals of the organization.
- This role involves the ability to work flexible hours including evenings, weekends, or holidays as may be deemed necessary.
- Ability to communicate effectively with members of the public in a responsible and professional manner.
- Ability to establish and maintain cooperative and productive working relationships.
- Knowledge of municipal government marketing and communications protocols, policies and procedures would be considered an asset.

Application Process

Applications complete with a cover letter and resume can be emailed, in confidence to Mark Whalen, Director of Human Resources at mwhalen@torbay.ca no later than **4PM on Monday May 15th, 2023.**

If you are searching for a dynamic position and are looking to join a high-functioning team, we want to hear from you!

The Town of Torbay wishes to thank all interested applicants. Only those selected for an interview will be contacted.