



Canada's Centre for Global Trade
WINNIPEG, MANITOBA

Coordinator, Marketing & Communications

1. Purpose

- 1.1. The purpose of this document is to specify the general accountability, nature and scope, required skills and competencies, the responsibilities as well as the reporting relationship of the Coordinator, Marketing & Communications.

2. General Accountability

- 2.1. The Coordinator, Marketing & Communications is responsible and accountable for the following activities in CentrePort Canada:
 - Aid in the preparation, design and production of relevant marketing and other written materials, for the purposes of both external and internal communications;
 - Support the renewal process for the Marketing Partnerships Program including tracking day-to-day activities, coordinating with the finance department to ensure billings are initiated, managing contracts, and preparing packages of information for pitch and renewal meetings;
 - Perform daily media scans for news impacting or mentioning CentrePort Canada's activities;
 - Manage the corporation's social media accounts;
 - Regularly update CentrePort's website;
 - Maintain CentrePort's e-mail marketing database via MailChimp;
 - Track and update metrics for internal and external reporting;
 - Work with members of the management team to produce materials including presentations, letters, speaking points, and other written or visual materials;
 - Assist with corporate events;
 - Coordinate materials required for CentrePort Canada's Board of Directors, including preparations for board meetings;
 - Supports the administrative needs of the President and CEO as required;
 - Assist with general office administration, including meeting room booking, document management, office management, and supply ordering and equipment maintenance;
 - Act as reception for the organization, answering phones, directing inquiries and greeting guests;
 - Assisting and/or organizing hospitality events and travel arrangements for senior management, as required; and,
 - Other duties as assigned.

3. Required Skills and Competencies

3.1. The Coordinator, Marketing & Communications has significant knowledge important to the proper functioning of this position. Among the areas of required expertise / traits:

- Familiarity with marketing and communications practices, media relations and event planning;
- Excellent oral and written communications skills;
- Basic photography and graphic design skills (Adobe InDesign, Illustrator, Photoshop);
- Working knowledge of print production and electronic production;
- General understanding of relevant issues (economic, business, community, media);
- Formal post-secondary education such as a college diploma or a degree ;
- Excellent ability to work well under pressure and to meet short deadlines;
- Experience in planning and managing multiple projects simultaneously;
- Exceptional attention to detail;
- Enthusiasm and a positive can-do attitude;
- Ability to work independently as well as part of a team; and,
- Valid driver's license and occasional access to a vehicle.

4. Reporting relationship

4.1. The Coordinator, Marketing & Communications reports to the Executive Director, Marketing & Communications.