

Position Profile

Marketing Coordinator (Student)

Calgary or Edmonton, Alberta

The Opportunity

Are you a team-oriented individual and do you enjoy a supporting role where you are depended upon for creativity, timeliness, and accuracy? In this role, you will report to the Director of Marketing as a key member of the marketing and communications team.

Primary duties:

- Developing creative content, graphical elements, and multimedia for social media, blogs, newsletters, and the company website including creating social media posts, web content, and video assets.
- Designing and developing graphics and assets to support events, sponsorship, and investor outreach programs, such as signage, invites, fact sheets, and presentations for domestic and global audiences.
- Supporting the development and implementation of content strategies and social media plans.
- Maintaining social media platforms including LinkedIn, Twitter, and YouTube.
- Analyzing social media trends to track performance and optimize content that drives engagement; provide recommendations to influence future strategy.
- Coordinating photoshoots and video shoots.
- Working with international team members to coordinate the distribution and printing of marketing assets, such as fact sheets, logos, banner stands, etc.
- Supporting marketing campaigns as needed.
- Supporting multi-media library development and administration.
- Other duties as required.

Team coordination duties:

- Function as a resource to the entire Invest Alberta team.
 - Develop, maintain, and strengthen professional working relationships across the organization and its partner network.
 - Work collaboratively with others, forging connections.
 - Discretely manage confidential information and data – always adhering to privacy and confidentiality.
 - Actively support the team; working to prevent and solve problems which may arise from working relationships among individuals and/or teams.
 - Stay current by continuously updating job and industry knowledge – exhibiting a keen desire to self-develop and improve.
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- Leverage technology to improve organization, communication, and efficiency.
 - Understand the Company's business model, how to create value and how change impacts all areas of the organization; be a positive change agent.
 - Actively build and maintain an inviting company culture.

Qualifications

You have at least a second year standing in your program – either a business student with a marketing or communications major, communications or public relations student, or graphic design student. Your experience will demonstrate strong written and verbal communication skills, as well as proficiency and ability in MS Office (including SharePoint, Word, PowerPoint, etc.) and Adobe Creative Suite. You are a self-starter with strong attention to detail and organization skills, including the ability to manage multiple projects in a fast-paced environment with competing deadlines.

Familiarity with social media platforms such as LinkedIn, Twitter, YouTube, and more is required. Proficiency in content creation platforms, like Canva, and basic WordPress editing skills will be considered an asset.

In addition to the above, you must be able to provide current proof of enrollment at a post secondary institution.

About the Organization

IAC works directly with investors to attract high-value and high-impact investments to the province. We bring industry, government partners, and economic organizations together to offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to investment attraction.

Our clients come from a wide variety of backgrounds, and so do we. IAC is proud to be an equal opportunity workplace. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, culture, gender, race, sexual orientation, religious or ethnic backgrounds or physical abilities.

How to Apply

Interested in being a part of a dynamic organization that was designed to have a positive impact on Alberta's future? If you are looking for an exciting and unique opportunity, to make a difference, and make connections, apply by including a cover letter, resume to hr@investalberta.ca.

Closing Date: Open until a suitable candidate is found.

Anticipated Start Date: January 2024 for a 4- or 8-month term. Please indicate which term length you would prefer in your cover letter.

Thank you for your interest in IAC.

Only those candidates selected for interviews will be contacted. No phone calls please.

To learn more about IAC & this position please visit: investalberta.ca
