

## Position Profile

### Marketing and Content Specialist

Calgary or Edmonton, Alberta

## The Opportunity

---

**As a member of the IAC team, reporting to the Senior Marketing Manager, you'll collaborate with team members nationally and internationally to build strategic marketing and communications plans and materials for Invest Alberta activities.** You are seen as a key resource to clearly articulate our vision in creating an inviting environment in Alberta that promotes growth and attracts global investment. You will actively engage with various internal and external stakeholders including Government of Alberta departments and agencies and various regional development groups to continue to build a compelling story that supports our collective vision and mission. You need to be excited about facilitating meaningful conversations with key stakeholders across a multi layered organization. As a company ambassador, you will need to always have the highest level of professionalism and discretion.

**The ideal candidate is organized, can handle many diverse opportunities at once, and is unfazed by the need to meet changing and tight deadlines.** You possess exceptional attention to detail, strong interpersonal communication skills - both written and oral, and seek to develop high quality content. You will have at least 5 years of marketing and/or communications experience, and a portfolio showcasing your exemplary work.

### Primary duties:

- Supporting the creation and drafting of materials for public announcements such as fact sheets, blogs, event plans, marketing collateral, and video scripts.
- Managing all company social media platforms, as well as drafting and creating content.
- Design graphics following company brand guidelines for social media, as well as event marketing collateral.
- Support the Investor Services team with project management of marketing and communications needs for business development events and activations.
- Execute video strategy and project manage video content creation and vendors.
- Managing the flow of communications materials in a complex environment, ensuring that all appropriate parties have signed off on materials before they are made public.
- Creating and editing proposals, and liaising with creative partners on joint communications.
- Executing content strategies for traditional and online applications.
- Supervising and project managing creative and digital teams to ensure projects are executed to plan, on time and on budget.
- Manage and support execution and distribution of the company external newsletter.
- Measuring and analyzing content performance.
- Developing project estimates, critical paths, and scope documents.
- Supporting the marketing team to execute various marketing campaigns and initiatives.

### Additional requirements:

---

- 
- Developing, maintaining, and strengthening professional working relationships across the organization and its partner network.
  - Working collaboratively with others, forging connections.
  - Discreetly handling confidential information and data.
  - Staying current by continuously updating job and industry knowledge – exhibiting a keen desire to self-develop and improve.
  - Leveraging technology to improve organization, communication and efficiency.
  - Understanding the Company’s business model, how to create value and how change impacts all areas of the organization; being a positive change agent.
  - Actively building and maintaining an inviting company culture.

### Qualifications

---

- Experience with managing and writing content for social media.
- Experience with design programs such as Canva and Adobe Creative Suite.
- Highly organized and efficient.
- Creativity and out-of-this-world writing and editing skills.
- Ability to devise new and inventive ways to promote the organization and investment announcements.
- A high degree of self-motivation, constantly developing new ideas and keeping up with technology.
- A positive energy and attitude.
- A bachelor’s degree with a minimum of 5 years of experience in marketing or communications.
- A strong vision and desire for personal growth.

### 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 while earning a competitive salary with comprehensive benefits, apply by including a cover letter, resume, and salary expectations to [hr@investalberta.ca](mailto:hr@investalberta.ca).

**Closing Date: Open until a suitable candidate is found.**

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](http://investalberta.ca)

---