

Position Profile

Marketing Specialist (Maternity Leave Coverage)

Calgary or Edmonton, Alberta

The Opportunity

Are you a digital marketer with a passion for project management and storytelling? Are you a creative doer who gets excited by new ideas? Do you thrive on the complexity of engaging audiences in various markets? Are you the go-to for the latest marketing trends? Do you have a keen eye for detail while delivering quality work on time and on budget?

As a member of the IAC team, reporting to the Director of Marketing, or delegate, you'll collaborate with team members and Alberta partners to develop and execute effective marketing initiatives to support enterprise business objectives.

Key duties will include:

- Manage projects across internal and agency teams to facilitate implementation of marketing initiatives.
- Work with the marketing team, agency teams and partners in the build, execution and optimization of digital marketing campaigns.
- Prepare relevant and impactful marketing messaging ensuring materials are consistent across all channels.
- Develop, test, optimize and maintain website content, video and photo assets, marketing library and B2B marketing materials.
- Champion international marketing tactical support.
- Develop and manage multi-market content calendars.
- Coordinate and create marketing materials for events, sponsorships, presentations and client outreach programs.
- Measure marketing performance and attribution, support management of timelines, project budgets, deliverables and communications.
- Monitor marketing intelligence, trends and audience behavior to enhance effectiveness of digital channels, report updates and recommendations to the team.
- Cultivate strong relationships across the organization and with Alberta partners and agency teams.
- Act as a brand ambassador and ensure brand reputation is upheld internally and externally
- Other duties as required

Team coordination duties will include:

- Acting as a resource to the entire Invest Alberta team.
 - Developing, maintaining, and strengthening professional working relationships across the organization and its partner network.
 - Working collaboratively with others, forging connections.
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- Discretely handling confidential information and data – adhering to privacy and confidentiality at all times.
 - Actively supporting the team; working to prevent and solve problems which may arise from working relationships among individuals and/or teams.
 - 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

- Excellent communicator and creative thinker, with an ability to use data to inform decisions.
- Undergraduate Degree in Marketing, Business, Communications or other relevant discipline.
- 3-5 years of digital marketing, paid campaign management and content development experience.
- A team player and self-starter with strong organizational skills to manage multiple projects in a fast-paced environment with competing deadlines.
- Strong writing, editing, and proofing skills, knowledge of CP Style considered an asset.
- Working knowledge of collaboration tools, website content management systems, digital management tools and marketing analytics tools and marketing automation platforms.
- Proficiency with Microsoft Office and Adobe Creative Suite.
- Solid understanding of Alberta’s economic strengths and sectors.
- Knowledge of international business, social protocol, and cultural etiquette.
- Experience working in a Crown corporation or government agency environment, especially involving large-scale investment considered an asset.

About the Agency

Invest Alberta Corporation (IAC) works directly with investors to attract high-value and high-impact investments to the province. With 11 international offices located in key markets around the world, 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.

The Government of Alberta established Invest Alberta as a Crown corporation to promote Alberta as an investment destination, generate leads and cultivate investor and partner relationships, and provide support services to high-impact and high-value investors.

Our clients come from a wide variety of backgrounds, and so do we. Invest Alberta Corporation 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 identity, religious or ethnic backgrounds or physical abilities.

How to Apply

Interested in being a part of a new, 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 email, including a cover letter, resume, and salary expectations to:

hr@investalberta.ca

Closing Date: Open until suitable candidate 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
