



Job Description

Position Title

Marketing and Engagement Coordinator

Reporting Structure

Chief Operating Officer (COO)

Job Family

Coordinator

Summary

Reporting to the COO and responsive to the Communications Advisor, the Marketing and Engagement Coordinator is primarily responsible for supporting the creation and implementation of Nordiq Canada's marketing and engagement plan, which is an all-encompassing communication and creative plan designed around achieving key business objectives.

The Marketing and Engagement Coordinator is the coordinating member of the Engagement Team (marketing, communications, public relations, business development, philanthropy), including external agencies and others engaged to implement the marketing and engagement plan. Additionally, they will play a key role in implementing Nordiq Canada's re-designed brand image. The Marketing and Engagement Coordinator is also part of an operations team and takes on tasks to support other operations areas as required.

Duties and Responsibilities

- Leads creation of and implements Nordiq Canada's marketing and engagement plan to meet strategic objectives and support different program areas
- Maintains and enhances Nordiq Canada's online presence, including website, social media and digital ad buys; uses digital data to provide measurable insights and outcomes
- Leads member communications, including maintaining distribution lists, overseeing collection, use and protection of personal information, and designing and sending creative communications

- Procures and coordinates the use of marketing tools such as collateral, branded merchandise, event banners, mascot
- Organizes events including those associated with racing, donors, athlete appearances and alumni
- Supports business development and philanthropy initiatives, including donor, supplier and sponsor servicing and campaign implementation
- Coordinates engagement projects (e.g., surveys) including leading the NordiqPlus+ value-add program
- Coordinates several admin functions, including photo database and translation services

Requirements

- Relevant diploma or degree marketing
- Superior communication skills with emphasis on digital communications
- Strong computer skills and ability to learn new programs quickly
- Graphic design skills, including the ability to communicate complex topics using, for example, infographics and skilled layout and design (Adobe InDesign, Photoshop and Canva are an asset)
- Experience organizing events
- Proven attention to detail and self-starter
- Bilingualism strongly preferred

Skills and Competencies

All performance attributes, values and related behaviours listed in Annex A and Annex B of the Nordiq Canada Staff Performance Assessment Policy, and, in particular:

- Prioritizes tasks and strives to achieve high standards in terms of quality and timeliness of all work products
- Contributes to the creation and projection of a Nordiq Canada image characterized by inclusiveness, integrity, reliability, respect, courtesy, openness and commitment to excellence
- Great team player who successfully interacts with staff, athletes, coaches, members, partners and others
- Identifies where improvements can be made and implements changes
- Flexible, both in schedule and in tasks

Working Conditions

- Required from time to time to work evenings and weekends
- Ability to lift items weighting up to approximately 30 lbs
- Required from time to time to work outdoors, including on snow

Disclaimer

The preceding description is not designed to be a complete list of all duties and responsibilities required of the Marketing and Engagement Coordinator. The Marketing and Engagement Coordinator will be required to perform other duties as assigned. This job description will be updated regularly to reflect changes.

Authorization

Human Resources Authorization Signature

_____	_____	_____
Name	Signature	Date

Position Manager Authorization Signature

_____	_____	_____
Name	Signature	Date