

We're Hiring!



Marketing & Events Coordinator

About the job:

As our full-time permanent Marketing & Events Coordinator, you'll play a pivotal role in our success by planning, executing, and promoting various marketing and event initiatives. You'll collaborate with our Chamber team of staff and volunteers to create marketing campaigns and memorable experiences that will help us acquire, retain, and engage our approx. 1,000 members.

Perks of the job:

- \$42K-\$55K annual salary
- Full employer-paid benefits package (except LTD, which is employee paid)
- Paid time off
- Access to our Employee Assistance Program
- Group Retirement Savings Plan
- Room to grow with us! (career advancement opportunities)

Must Haves

- Minimum 2 years experience maintaining social media accounts for a business (Hootsuite, Canva, managing and creating content for social media)
- 1 year experience with event planning
- Exceptional communication skills (written, verbal, and listening)
- General photography skills, including photo editing
- Proficiency in Microsoft Office Suite, and solid understanding of online social media platforms
- Professional, enthusiastic and be prepared to work independently and in a team environment
- Detail-oriented, strong organizational and time-management skills
- Ability to successfully manage multiple tasks within tight deadlines
- Access to a reliable vehicle

Nice to Have

- Experience with WordPress, Wix, or other website hosting software
- Experience with best practices in search engine optimization and Google Analytics
- Video editing knowledge and experience
- Trade show marketing experience
- Experience with media relations and public relations

How to Apply:

Qualified applicants are invited to send a **cover letter and resume** to hr@pkchamber.ca, indicating "Marketing & Events Coordinator" in the subject line by end of day **Thursday June 27th**.

We are dedicated to diversity and inclusivity, reflecting the community we serve. Accommodations for candidates with disabilities are available upon request

Marketing & Events Manager



Reports To: Director of Business Development
Status: Full-Time, Permanent

JOB PURPOSE

The Marketing & Events Coordinator plays a key role in developing and executing marketing strategies and events to strengthen our brand and engage and grow our membership. The position will work out of our Peterborough office and will report directly to our Director of Business Development.

KEY ACTIVITIES

Marketing & Communications – 45%

- Execute on marketing plans to achieve the organization's objectives
- Responsible for production of all marketing materials
- Responsible for brand perception and reputation
- Follow brand policies to ensure consistency across all marketing channels
- Monitor social media and campaign performance, analyze data and optimize strategies to maximize ROI and act as administrator for all social media channels
- Work within a team to develop compelling marketing materials and assets
- Work within marketing budgets, ensuring efficient allocation of resources and adherence to financial targets
- Manage expenses, track ROI and make data-driven decisions to optimize budget allocation
- Oversee Chamber weekly e-newsletters
- Update website and editing and creation of video content
- Coordinate the work being completed by outside vendors (printing, advertising, etc.)

Event Coordination – 40%

- Collaborate with team to develop event proposals, timelines, and budgets, ensuring alignment with the organization's objectives and goals
- Source and negotiate with vendors, suppliers and venues to secure necessary services and resources for events
- Coordinate logistical aspects of events, including venue selection, speakers, catering, audiovisual equipment and transportation
- Oversee event setup, including signage, decorations and other visual elements
- Coordinate event staff, volunteers and others, delegating tasks and providing guidance as needed to ensure smooth event operations
- Develop (or oversee) all promotional materials and strategies (including media partnerships) to drive event attendance and engagement
- Monitor and report on RSVPs and ticket sales and implement strategies to increase participation and revenue

Database/CRM Support – 10%

Special Projects & other Duties as assigned by Director of Business Development – 5%