

Marketing and Administrative Coordinator – Part time

The role of Marketing and Administrative Coordinator is to successfully execute strategies and tactics in order to achieve the defined goals and objectives of the Marketing Plan and the Organisation. Reporting to the Executive Director, the Marketing and Administrative Coordinator is responsible for preparing and implementing print and digital advertising activity, initiating and carrying out marketing collateral projects and managing external agencies to ensure all activity is completed within the target budgets, and at all times represents the destination and brand of Tourism Golden in accordance with the Strategic Plan and brand guidelines. The Marketing and Administrative Coordinator will also monitor and analyze return on investment and assist the Executive Director in determining the successful achievement of strategy goals and objectives. The role also encompasses financial administration and ensuring the organisation adheres to its governance responsibilities.

This part-time role is 2 – 3 days per week and requires experience in project management, and implementing effective tactical marketing and communications activity, excellent inter-personal and written skills, the ability to think strategically and manage both internal and external communications and relationships. Proficiency in MS Office and an attention to detail are a must. Graphic design skills are an asset.

Primary Duties and Responsibilities:

Marketing:

- Ensure the Tourism Golden brand is woven into all activity to create consistent brand messaging
- Development of advertising campaigns and calendar of activity
- Implement print & online advertising according to the tactical plan and calendar
- Produce Tourism Golden marketing collateral such as the annual Travel Planner, maps, and other communication pieces.
- Determine project budgets and schedules for approval by the Executive Director, and deliver accordingly
- Analyse marketing project costs and determine viability according to pre-determined co-op revenue percentage
- Monitor and report to the Executive Director on the success, challenges and ROI of tactical activities
- Create annual co-op marketing communications tool kit to increase stakeholder buy-in and participation
- Proactively sell co-op advertising space to members
- Book and manage insertions into 3rd party publications in accordance with the tactical plan
- Issue creative briefs and manage external design agencies to deliver marketing materials
- Collect & collate member co-op ad content for communication to design agency
- Proofing of materials and collating partner approval and sign off
- Implement website content changes including seasonal updates to messaging and images
- Manage distribution of marketing collateral through contracted distribution and mail outs
- Organize and maintain Tourism Golden’s image, video and written content libraries
- Manage external agency to execute the Research Strategy for visitor and stakeholder data research and reporting.

Office Administration:

- Answer the telephone and general e-mail queries, and respond efficiently.
- Provide administrative support to the Executive Director on a daily basis
- Collate and analyze data for monthly KPI report and as required to report on the Organization’s objectives
- Manage day-to-day office tasks including filing and equipment

Financial Administration:

- Maintain timely and accurate records of project costs and revenues.
- Enter invoices, record payments and ensure accurate and up-to-date financial records are maintained
- Prepare monthly financial report for the board
- Calculate and submit CRA payments and mandated reports in a timely manner including annual T4s and Records of Employment

Board & Governance Support

- Organise monthly board meetings; venue, meeting invites and responses
- Prepare monthly financial report, agenda, record and circulate accurate and detailed minutes
- Maintain records as required under the Societies Act

Other

- Personal appearance and conduct to represent the Organization in a professional manner at all times
- Other duties which may arise from time to time to assist the Executive Director in achieving the Organization’s goals.