



Title: Marketing Coordinator

Lunenburg County Multi-Purpose Centre Corporation

Reports to: General Manager

Status: Permanent Seasonal Summer Term
 Full-time Part-time Casual

The Lunenburg County Multi-Purpose Centre Corporation (LCMPCC) exists to provide a quality multipurpose recreation and cultural facility for the people of Lunenburg County, namely, the Lunenburg County Lifestyle Centre (LCLC).

Vision and Mission

The Lunenburg County Lifestyle Centre contributes to the cultural and recreational life of the community through:

- Promoting healthy lifestyle and active living to community members;
- Promoting arts, cultural and social initiatives and community outreach programs;
- Promoting community building and inclusiveness;
- Contributing to economic enhancement and business opportunities;
- A regional library to promote educational programs, training and aspects of healthy living;
- Environmentally friendly infrastructure that is efficient and sustainable over the long term.

The Marketing Coordinator will report directly to the GM and lead the organization's communications, marketing and social media strategy, support awareness initiatives, manage all special event promotions and work closely with senior staff to ensure achievement of higher revenue targets. The person selected for this new and exciting opportunity will play a key role in insuring our continued success and growth. We're looking for an excellent communicator and confident relationship builder.

Given the nature of our business, you're resilient and flexible with a self-motivated personality in order to keep up with the latest social and marketing trends.

Key Areas of Responsibility:

- Source special event opportunities
- Establishing continuity and growth within special events being held at the facility
- Work closely with the GM to plan and execute promotional PR and marketing campaigns
- Manage day-to-day aspect of all partner needs including contracts, campaign execution, problem solving, recommendations and finance
- Work cross-functionally with internal counterparts on editorial pieces, social media promotions, external relations and business development
- Work strategically with media outlets
- Prepare media releases and articles as appropriate
- Assist with sponsor benefit delivery including logos, signage, etc.
- Coordinate post event research and reporting
- Develop stakeholder database and identify strategies for engagement
- Work with and establish relationships with key community leaders
- Develop messaging to strengthen and grow membership sales to our business partners
- Develop and maintain a contact database with media partners and media
- Prepare media tracking reports and analyses as needed
- Assist with editing and creating content for social media
- Assist with website management
- Give us your feedback, recommendations, and ideas on how to continuously improve

About You:

- You graduated post-secondary education with a major in either PR, Marketing, or Communications, or a proven track record in this area
- You're great with social media and have the awareness to plan and execute digital campaigns
- You like to display your creativity through writing headlines, creating social posts and developing unique campaign ideas
- You have an analytical side to you and you understand key metrics in order to garner necessary insights
- You have strong attention to detail and you're precise when proofreading for grammar, spelling, and punctuation
- You're a strategic thinker and love creative problem solving
- You have excellent organizational and project management skills and you've had proven experience
- You're an ambitious go-getter, excited to learn and grow with the organization
- Excellent communications skills – both written and verbal
- Ability to prioritize multiple projects simultaneously, and work to deadline

- Strong computer and technical skills
- Flexibility and adaptability
- Ability to work well on a team and relate to others across multiple business functions
- Event management experience is considered an asset.

You'll Love It Here. Here's Why:

- A balanced work/family environment
- Membership to the facility
- Competitive salary and benefits package.

***Please submit your compensation expectations in your cover letter or application.