

Job Posting

Marketing Officer

The Marketing Officer's primary responsibility is to develop and implement short and long-term marketing, advertising, and promotional plans for the Community Centre and adjacent outdoor amenities. The Officer is also responsible for the recruitment, coordination, and execution of most events that take place at the Community Centre; ensuring participants' and customers' experience is safe and enjoyable.

Please visit our website for more details at www.cumberlandcounty.ns.ca

Deadline for resumes is Friday, February 2, 2024, at 1:00 pm.

Please forward your resumes to:

Municipality of the County of Cumberland
Kellie Seaman, Human Resources Generalist
1395 Blair Lake Rd
Upper Nappan, NS B4H 3Y4

kseaman@cumberlandcounty.ns.ca

*Clearly mark your resume "Marketing Officer"

Department of Recreation and Community Services: Marketing Officer

Job Title

Marketing Officer (Dr. Carson and Marion Murray Community Centre)

About the Role

The Marketing Officer's primary responsibility is to develop and implement short and long-term marketing, advertising, and promotional plans for the Community Centre and adjacent outdoor amenities. The Officer is also responsible for the recruitment, coordination, and execution of most events that take place at the Community Centre; ensuring participants' and customers' experience is safe and enjoyable.

This position reports to the Manager of Recreation Programs and Services.

Responsibilities and Duties

- a. Develop and implement short and long-term plans, including marketing and communications for the Community Centre.
- b. Review and enhance the existing advertising campaign.
- c. Manage event logistics and contracts.
- d. Develop and oversee budget implementation.
- e. Research and recruit new and innovative event opportunities.
- f. Develop and maintain strong relationships, based on mutual respect, trust and understanding, with organizations and individuals throughout the Municipality and beyond, to grow the Community Centre's customer base.
- g. Ensuring bar and kitchen are properly equipped. Managing purchasing and inventory of bar supplies and managing and supervising casual Bartenders.
- h. Develop and implement innovative and creative content across all media platforms, with emphasis on social media. Conduct social media audits to evaluate published content.
- i. Work collaboratively with the Economic Development Officers to promote, market, and execute events related to Tourism.
- j. Work collaboratively with the Corporate Communications Officer when opportunities arise.
- k. Provide Council and senior management with regular reports of initiatives, programs, and other activities.

Qualifications

- a. A degree or diploma from a recognized college or university in Communications, Marketing, Public Relations, Business Administration or equivalent.
- b. Three years of experience in a relevant work environment is preferred; the employer is willing to consider less experience for the right candidate.
- c. Excellent interpersonal and relationship building skills.

- d. Advanced social media skills.
- e. Demonstrated experience in graphic design, web design, content production.
- f. Experience in copywriting and editing is an asset.
- g. Excellent oral and written communication skills.
- h. Excellent planning and organizational skills.
- i. Ability to build and maintain professional relationships.
- j. Working knowledge of photo and video editing software is an asset.
- k. Experience working with Windows operating systems and Microsoft Office programs.

Salary, Benefits and Conditions of Employment

The Municipality has an approved salary scale for this position. Placement and incremental increases on this scale are based on qualifications, experience and demonstrated ability to perform the responsibilities of this position.

Job Level 6	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
	\$63,440	\$65,780	\$68,120	\$70,460	\$72,800	\$75,140

This is a full-time position based at the Dr. Carson and Marion Murray Community Centre in Springhill.

The Municipality’s Personnel Policy should be referred to for additional information regarding conditions of employment.