



POSITION VACANCY

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| Call Number: | 2021 - 54 |
| Position: | Marketing and Advertising Coordinator |
| Type of Vacancy: | Permanent |
| Work Schedule (hours & days): | Monday to Friday (35 hour work week) |
| 2021 Salary Range: | \$72,458 to \$90,573 |
| Date Posted: | October 1, 2021 |
| Closing Date: | October 20, 2021 at 4:30 p.m. |

Full details on this position is attached. To apply, please submit your cover letter and resume at www.niagarafalls.ca (Careers and Employment). Applications must be submitted online and will be accepted until 4:30 p.m. on **Wednesday, October 20, 2021**.

To help reduce the risk of COVID-19 transmission, the City of Niagara Falls implemented a Vaccination policy whereby all new hires as a condition of being hired are to provide proof of full vaccination, or provide proof of a bona fide medical or Human Rights Code exemption on a form issued from and approved by the City of Niagara Falls.

The City of Niagara Falls is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environments. Upon request, the City will accommodate the accessibility needs of applicants under the Ontario Human Rights Code and *Accessibility for Ontarians with Disabilities Act (AODA)* throughout all stages of the recruitment, selection, and interview process. Personal information is collected under the authority of *The Municipal Act* and will only be used to determine suitability for this position. We thank all applicants for their interest, but only those advancing through the selection process will be contacted.

Human Resources

Attachment

CITY OF NIAGARA FALLS

POSITION DESCRIPTION

Executive Office

This description reflects the general details considered necessary to describe the principle functions of the position identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in such classification.

POSITION TITLE: Marketing & Advertising Coordinator

POSITION SUMMARY: The Marketing and Advertising Specialist is responsible for coordinating, developing and executing marketing plans and materials for the corporation, while delivering high quality communications that contribute to customer service excellence.

RESPONSIBLE TO: Manager of Communications and Corporate Initiatives

RESPONSIBLE FOR:

1. Collaborating with the rest of the Communications team, creating corporate-wide marketing strategies for corporate events, programs, and facilities to increase participation and promote the City of Niagara Falls as a vibrant and connected community to local stakeholders.
2. Producing and coordinating marketing materials for events, programs and presentations through print, radio and digital media.
3. Providing marketing expertise and support to departments as required.
4. Enhancing the reputation and building public trust through the execution of brand identity in print, publications, electronic media, media relations, public events, and physical spaces.
5. Tracking appropriate usage data and accumulating regular customer service assessments for facilities/events through surveys, focus groups, and other formal interactions with facility users and program participants.
6. Analyzing and evaluating the effectiveness of marketing campaigns and providing detailed reports featuring learning impacts to benefit subsequent campaigns.
7. Analyze visitor/attendance data to further advance targeted marketing and inform strategy and decision making.

8. Incorporating trend-setting marketing research and advertising approaches to develop and ensure relevancy in the market place increases and is maintained.
9. Providing research and marketing advice to the corporation by assessing program needs, identifying target audiences, recommending, developing and implementing appropriate strategies, then evaluating the effectiveness.
10. Developing, editing and approving communications products using a variety of digital media.
11. Provides media relations support, including creation of media materials, proactive media pitching.
12. Proposing and developing policies and guidelines to support marketing and advertising efforts across the organization.

POSITION REQUIREMENTS:

A degree in Marketing, Communications, Business, or a related discipline with at least five (5) years' work experience in marketing, communications or related field, preferably in municipal government or the public service environment.

Experience using research to develop sound marketing strategies, promotional plans and concepts.

A strong understanding of sponsored marketing and paid advertising. Experience in working with third party advertisers and media agencies.

Knowledge of traditional and digital marketing, content marketing, and social media marketing.

Excellent and concise writing and editing skills with a high level of accuracy; strong proof-reading skills; and careful attention to detail

Excellent interpersonal communications and customer service skills with the ability to exercise tact, diplomacy and good judgment at all times.

Proficiency in full Microsoft Office suite

Working knowledge of HTML and design and email software an asset.

Flexibility to work occasional irregular hours, including evenings and weekends