

# JOIN THE TEAM

RATH EASTLINK COMMUNITY CENTRE

## Marketing & Promotions Coordinator

FULL TIME POSITION; SALARIED (1 yr term)

WAGE \$38-41k (pending experience/training)

The Event Promotions Coordinator (MPC) will provide operational support to the Director of Events & the Director of Partnership & Communications within the Rath Eastlink Community Centre. The MPC will facilitate assigned project marketing Responsibilities to develop and facilitate major event promotional strategies to drive sales and enhance community engagement. The MPC will also support the capture of content creation that promotes all RECC service offerings and compliments the corporate Sponsorship servicing and communications strategy. The successful candidate must be able to work flexible hours including evenings and weekends. We offer excellent medical/dental benefits as well as a free Family Membership to the facility.

## DUTIES/RESPONSIBILITIES

- Coordinate and implement ticket sales and membership promotions
- Assist in the development of targeting marketing campaigns for special events
- Develop support materials in conjunction with the graphic designer (flyers, scripts, videos, digital/social ads, etc)
- Research industry trends of new innovative promotional activities
- Plan and implement Social media growth and development tactics
- Provide marketing plan reports with measurable results and KPI's
- Represent the RECC at community events, fundraisers, etc.
- Support sponsorship servicing strategies as assigned
- Support the senior leadership team in efforts to formulate sponsorship packages to corporate clients and support the delivery of activations as assigned
- Provide project status updates to the Director of Events and Director of Partnership & Communications as required
- Coordinate photography for all special events and capture unique storytelling and testimonials for active content creation and engagement
- Develop and maintain positive relationships with clients, staff, media partners, and primary user groups.
- Prizing and contesting fulfillment
- Facilitate in game/event activations and fan engagement tactics as assigned
- Act as the "on mic host" of events as assigned
- Other duties as assigned

## Qualifications

- Post secondary education (or equivalent experience) in a relevant field/industry
- Possess exceptional writing and communication skills, with an eye for good content (both written and design)
- Web/Computer/Mobile device savvy - stay current with social media content production techniques/methods
- Proficiency in Microsoft Office required
- Proficiency in Adobe Creative Suite preferred



Current Criminal Record and Child Abuse Registry Checks are mandatory conditions for RECC employment. They must be completed and submitted before any training will begin. Wage offered is based on previous experience and level of training and/or certifications.

COVER LETTER + RESUME SUBMISSION: DIRECT TO ► [MSMITH@THERECC.CA](mailto:MSMITH@THERECC.CA)

We welcome cover letters and resumes from all qualified applicants. However, only those selected for an interview will be contacted.