



EDMONTON
CHAMBER OF COMMERCE

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Edmonton, Alberta
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Job Posting:

Marketing and Communications Manager

Description:

The Edmonton Chamber is the voice of business for Edmonton's business community whose mission is to "provide the best environment for business". With nearly three thousand business and corporate members, the Edmonton Chamber of Commerce is one of the largest and most influential business organizations in the country.

We are seeking a dynamic, self-motivated individual with experience and skills in marketing, web content management, writing and editing for the web, graphic design and social media management.

Duties and Responsibilities:

- ▶ Writing, editing, and proofreading site content
- ▶ Updating web content using our CMS programs
- ▶ Crafting site promotions, email newsletters, and online outreach campaigns
- ▶ Managing social media presence on sites like Facebook, Twitter, & LinkedIn
- ▶ Working across departments to ensure proper messaging is being executed online that will help reach the organization's objectives.
- ▶ Managing online discussions by listening to what the users are saying, reading discussion forums, and responding in a timely manner to the users' needs
- ▶ Preparing reports to update internal staff on usage statistics
- ▶ Contributing to, and executing the corporate marketing plan
- ▶ Graphic design for print advertising, internal use, and external events

The Marketing and Communications Manager will be responsible for ensuring a strong and consistent brand in the web, print and social media realms. Reporting to the Vice President of Public Affairs, the successful individual will work closely with the Special Events and Member Development departments of our organization, so strong communication and interpersonal skills are needed. Tasks require a strong attention to detail and ability to work under tight deadlines.

Skills required:

- ▶ A self-starter who is able to work well individually as well as with a team
- ▶ Must be proficient in Adobe Illustrator, InDesign & Photoshop
- ▶ Should have a superior knowledge of Facebook, Twitter, & LinkedIn
- ▶ Should be able to write, edit, and update web content with general CMS programs
- ▶ Must understand web analytics, SEO, and email marketing practices
- ▶ Must have excellent communication skills
- ▶ Basic HTML skills required
- ▶ Video skills are an asset, but not required

Please provide us with your cover letter and CV via email to: jobs@edmontonchamber.com and reference **MARKETING AND COMMUNICATIONS MANAGER** in the subject line.