



Membertou
WELCOMING THE WORLD!

Employment Opportunity

Job Title: Marketing Officer (Term – 13 Months)
Department: Marketing & Communications Dept.
Reports To: Marketing Manager

Position Overview: Membertou is seeking a dynamic and detail-oriented Marketing Officer to join our team. The successful candidate will play a pivotal role in managing marketing initiatives, coordinating media advertisements, and ensuring the seamless execution of projects and promotions. This position requires a highly organized individual with excellent communication skills and the ability to work collaboratively with various team members, directors, managers, suppliers, and rights holders.

Duties and Responsibilities

Development and Implementation of Marketing and Promotions for Membertou:

- Create and execute marketing and promotional strategies for Membertou corporate businesses and the community.
- Develop content and materials for marketing campaigns, including print, digital, and social media.
- Monitor and evaluate the success of marketing initiatives and adjust strategies as needed.

Liaise with Membertou Corporate Managers:

- Coordinate with corporate managers on all marketing projects and promotions.
- Ensure alignment of marketing strategies with corporate goals and objectives.
- Provide regular updates on project progress and promotional activities.

Create and Monitor Annual Marketing Plans:

- Assist the Marketing Manager in developing and implementing annual marketing plans.
- Keep corporate managers informed of marketing goals, strategies, and budget allocations.
- Track and report on the progress of marketing plans and adjust as necessary.

Collaborate with Creative Team:

- Work closely with the Creative Lead, Web Developer, Brand Strategist and Communications Coordinator to design and implement marketing promotions.
- Ensure consistency and cohesiveness in branding and messaging across all marketing materials and social media platforms.

Manage Media Ads:

- Plan, execute, and monitor media advertising campaigns across various platforms (radio, print, etc).
- Optimize media ad strategies to maximize reach and engagement.

Manage Supplier Quoting/Fulfillment:

- Obtain quotes from suppliers and ensure timely and cost-effective fulfillment of marketing materials.
- Maintain strong relationships with suppliers and negotiate favorable terms.

Maintain Relationships with Rights Holders:

- Foster and maintain relationships with internal and external rights holders.
- Ensure compliance with agreements and maintain a positive relationship with all rights holders.

Respect and Support Indigenous Culture, Language, and Prosperity in all Marketing Initiatives:

- Ensure that marketing strategies and materials reflect and honour Membertou's cultural values.
- Collaborate with community members to incorporate Indigenous perspectives and knowledge into marketing efforts.

Other Duties and Responsibilities:

- Maintain positive relationships with Membertou's Internal and External Customers, ensuring transactions or information received on behalf of the Band and/or its members are kept confidential.
- Maintain and improve Membertou's Quality Management System as it relates to job-related duties and/or department.
- Other department-related duties as required by the Manager.

Qualifications

- Bachelor's degree in Business Administration, Communications, or equivalent/a related field. Concentration in Marketing is considered an asset.
- Proven experience in marketing project management, preferably within a community or corporate setting.
- Strong organizational and multitasking skills.
- Excellent communication and interpersonal abilities.
- Proficiency in digital marketing tools and platforms; specifically online project management tools, such as Monday System.
- Ability to work collaboratively with diverse teams and rights holders.
- Knowledge of Membertou's community, culture, and values is an asset.

Preference given to Indigenous peoples in accordance with the Aboriginal Employment Preferences Policy of the Canadian Human Rights Commission.

Resumes and Cover letters and/or Applications can be submitted to:
Membertou Human Resources Department
Attention: Richard Stevens
47 Autwen Ma'sl Awti
Membertou, NS B1S-2P5

Or via email to: jobs@membertou.ca

DEADLINE FOR APPLICATIONS: Friday, July 12th, 2024 @ 1:30pm AST

*Thank you for your interest; however, only those selected for an interview will be contacted.
Membertou reserves the right to pause, extend or revoke this posting at any time without notice.*