

Job Title:	Marketing Coordinator	Job Class:	Coordinator
Division:	Marketing	Department:	Marketing
Reports To:	Director, Marketing	Term:	N/A
Job Description			
<p>Position Summary:</p> <p>The Marketing Coordinator is responsible for assisting with the promotion and marketing of the Pride Winnipeg Festival. This includes implementing and tracking marketing campaigns, supporting content creation, and preparing marketing reports. The role works closely with the Director of Marketing and the Marketing Team to ensure effective execution of the organization's marketing strategy.</p> <p><u>Duties & Responsibilities:</u></p> <ul style="list-style-type: none"> ● Assist in developing and executing the annual Pride Winnipeg marketing strategy. ● Support the implementation and monitoring of marketing campaigns across digital, print, and social media platforms. ● Identify opportunities for marketing process improvements and efficiencies. ● Assist in implementing the organization's tourism strategy to attract broader audiences. ● Develop and maintain regular reporting on marketing activities by collecting, analyzing, and summarizing data. ● Support the marketing department by scheduling and organizing the creation and publication of website and social media content. ● Assist in ensuring brand consistency across all marketing materials and communications. ● Monitor marketing industry news and trends, providing insights and recommendations to the Director of Marketing. ● Collaborate with external partners, vendors, and media contacts to enhance marketing efforts. ● Assist in coordinating promotional materials, merchandise, and sponsorship marketing initiatives. ● Support volunteer training related to marketing initiatives and digital tools. ● Utilize project management and marketing tools (e.g., Monday.com, SurveyMonkey, MailChimp, WordPress) to streamline workflows. <p><u>Skills/Qualifications:</u></p> <ul style="list-style-type: none"> ● Currently enrolled in or a graduate of a post-secondary program in marketing, communications, business, or a related field. ● Strong time management and project coordination skills with the ability to manage multiple tasks. ● Excellent verbal, written, and interpersonal communication skills, with a strong ability to collaborate. ● Friendly, dynamic, and outgoing demeanor with a professional presentation. ● Proficiency in digital tools such as WordPress, SurveyMonkey, and MailChimp is considered an asset. ● Strong computer skills, including experience with social media platforms and content management systems. ● Excellent organizational skills with keen attention to detail. 			



Pride Winnipeg Festival

Last Updated On:	02-01-2025	Updated By:	Brittney Frias