

**Date:** May 13, 2018

**Submission Deadline:** May 31, 2019

**Company:** Canadian Council for Aboriginal Business (CCAB) [www.ccab.com](http://www.ccab.com)

**Job title:** Marketing Associate/Sr. Coordinator – PR & Communications

**Dept.:** Marketing

**Reports to:** Director of Marketing

### **Job Purpose**

The Marketing Associate – Communications, is responsible for CCAB Communication initiatives including but not limited to;

- Media Relations
- Social media
- Maintaining website
- Writing/Editing

**External Contacts** – CCAB Members, Corporate Canada, Aboriginal Businesses, Vendors, Media

### **Duties and Responsibilities**

- Communications:
  - Speaking points, press releases, fact sheets and web copy
  - Draft, design, and publish bi-weekly newsletters
  - Support editing and writing of communication initiatives including e-blasts, CCAB website, speeches
  - Assist in the messaging of CCAB's *Aboriginal Business Report* magazine – 3 issues annually
  - Assist in developing story ideas. Website management (backend is through WordPress)
    - Maintain general CCAB pages (home page, governance, etc.)
    - Ensure all site content is accurate and up to date
    - Support CCAB staff with website related questions
    - Liaise with external vendors for major website changes
- Media Relations:
  - Plan and execute the communications strategy to support CCAB objectives
  - Develop key messages and positioning statements for leadership team and key stakeholders
  - Plan and execute a variety of media events designed to promote CCAB and its initiatives (e.g. press conferences/launch events, etc.)
  - Secure press and media coverage, build and maintain relationships with relevant media
  - Evaluate and respond to inquiries from the public, the press, and related organizations
  - Drive continued improvement through regular review and analysis of media coverage results
  - Speak publicly at interviews, press conferences and presentations on behalf of CCAB
  - Commission and/or undertake relevant market research

- **Social Media**
  - Content Calendar Development: Strategize, manage, develop and execute a monthly multi-channel content calendar for social platforms that supports the marketing calendar
  - Social Media Planning & Posting: ownership of the social media calendar and responsibility for scheduling and posting of all content across key social channels such as Instagram, Facebook, YouTube, LinkedIn, Twitter, etc.
  - Social Strategy & Growth: work with the Director of Marketing to execute social media strategies to increase our following, brand awareness and engagement. Responsible for monitoring organic metrics, meeting growth KPIs, ensuring the health of channels are met and maintained, staying on top of emerging social channels and trends, evaluating and presenting opportunities for social growth
  - Social Campaign Execution: own and execute campaigns across all social channels to grow brand awareness, drive engagement, and increase traffic to sites through both paid and non-paid tactics
  - Analyze performance metrics for social campaigns and make strategic recommendations

## **Qualifications**

### Formal Education and Experience

- Minimum 5 – 7 years proven experience in communications
- Minimum of a bachelor's degree or diploma in Journalism, Communications, Marketing, or related discipline

### Knowledge and Skill Requirements

- Must be well-organized with strong attention to detail and follow-up skills. Ability to manage multiple assignments, meet deadlines, work independently and follow through to resolve day-to-day administrative matters
- Exceptional command of the English language, preferably previous experience in a role with strong emphasis on writing and editing
- Excellent oral communication and presentation skills
- A strong team player with a desire to learn and collaborate
- Able to adapt to new assignments and apply best practices to refine and improve work processes and procedures;
- Demonstrated ability to build relationships with key stakeholders including corporate partners, volunteers, Award recipients and members
- Excellent working knowledge of the media landscape, understanding of social media activation and community engagement
- Excellent judgment and discretion in handling sensitive data and confidential information
- Computer literacy, including proficiency with Microsoft Word, Excel, PowerPoint, Outlook, CRM system, and WordPress

### Considered an Asset

- Familiarity with Aboriginal business and relations
- Working in a member-based organization
- Bilingual English and French
- Working knowledge of Adobe Suite CC (InDesign and Photoshop)
- Familiar with Meltwater media monitoring
- Familiar with social media management platforms such as Hootsuite

For more information about Canadian Council for Aboriginal Business, visit: [www.ccab.com](http://www.ccab.com)

**TO APPLY:**

- Please submit your resume and cover letter to HR@CCAB.com on or before May 31, 2019 via email, with “Marketing Associate – Communications” in the subject line. We would appreciate no phone calls or agencies.
- We would like to thank all applicants for applying for this position, however you will only be contacted if your candidacy is being considered. CCAB is committed to an inclusive and accessible recruitment and selection process. If you are invited to attend an interview and require an accommodation, please advise us in advance of our meeting.

**Job Type: Full-time, some travel required.**