



FP Canada™

*Advancing Professional
Financial Planning*

POSITION TITLE: Marketing Coordinator

REPORTS TO: Director, Marketing & Communications

DATE: June 2019

CURRENT INCUMBENT: Vacant

DIRECT REPORTS: None

1. POSITION OVERVIEW:

The Marketing Coordinator is responsible for executing the implementation of a range of marketing and communications programs to further the strategy of FP CANADA™. The Coordinator is responsible for implementing FP CANADA's social media strategy, working to build and maintain our social media presence. They will also manage branded materials and email communications, proactively working to ensure FP CANADA's communications are effective and reflect FP CANADA's brand. This position works collaboratively with a variety of internal and external stakeholders.

2. KEY RESPONSIBILITIES:

2.1. Social Media Coordination & Execution (25%):

- Contribute to and implement FP CANADA's social media strategy.
- Coordinate social media communication activities including posting, monitoring and responding to daily social media inquiries and discussions.
- Monitor, track, and provide reports on social media coverage of FP CANADA and related issues, in conjunction with the Corporate Data Analyst.
- Maintain social media posting schedules, including managing the internal content generation process.
- Recommend images and topic ideas for social media content.
- Analyze social media data collected; recommending and implementing improvements.

2.2. Email Communications (25%):

- Manage FP CANADA's communications calendar, ensuring that internal stakeholders are aware of upcoming campaigns and that stakeholder outreach frequency is optimized.
- Manage FP CANADA's email platforms to execute communication programs, ensuring accuracy and quality of content; provide technical expertise for email communications.
- Develop and refresh email templates to create seamless user experiences for all audiences.
- Ensure quality of distribution lists and optimize processes for list management and effective segmentation.
- Monitor and provide reports on effectiveness of communications, in conjunction with Corporate Data Analyst.

2.3. Branded Material Management (30%):

- Coordinate development of and manage order fulfillment of branded material (including stationery, brochures, event materials, promotional items, etc.), including for internal purposes, across the organization.
- Work with vendors to ensure our objectives are understood, quality is assured, and competitive quotes are secured, as appropriate.
- Source opportunities for new and innovative approaches to developing and distributing materials.
- Execute on collateral development strategy by designing materials as required.
- Provide technical expertise for design and layout of publications, presentations, and forms.

2.4. Recruitment Ambassador Program (10%):

- Manage activities related to volunteer recruitment ambassadors, including selection, training, event coordination and logistics, and program development.

2.5. Team Support (10%):

- Provide support for Financial Planning Week coordination, including sponsor logistics, event logistics, and execution and coordination of print materials.
- Work with Project Management Office to ensure timely delivery on all responsibilities identified within the various project plans.
- Contribute to overall team/department efficiency and effective creative output, deploying an action-orientation and continuous improvement focus.
- Act as backup for Marketing Communications Specialist as required.
- Other duties as required by management.

3. REQUIRED QUALIFICATIONS:

- University degree in Marketing, Communications, Public Relations, English or similar.
- 3 years' experience in a communication or marketing department.
- Fluent in the use of social media; an established member of online communities.
- Proficient in MS Office and Adobe Creative Suite.
- Demonstrated experience using MailChimp or other HTML-based mass emailing software.
- Knowledge of email and social media analytics.

4. COMPETENCIES:

- Excellent communication skills.
- Strong creative design skills (print and online).
- Strong attention to detail and organization skills.
- Excellent project management skills: ability to manage multiple projects, prioritize and manage expectations.
- Excellent research skills and demonstrated resourcefulness.
- Ability to work collaboratively across all areas within the organization.
- Team player with a professional demeanor and positive supportive nature.
- External relationship building skills.
- Ability to produce under pressure and in tight timeframes.
- Ability to think creatively.

- Ability to motivate and persuade others through marketing channels.
- Proactive approach - ability to identify areas for improvement and make sound recommendations.
- Ability to solve problems and address abstract needs with implementable solutions.