



EMPLOYMENT OPPORTUNITY
LAC LA BICHE COUNTY



MARKETING COORDINATOR

The duties and responsibilities of the position, but not limited to the following:

- Coordinate and implement marketing projects including special events bookings and management, advertising and marketing promotions and community-based programs/promotions;
- Work with show/event organizers to ensure event needs are successfully met;
- Assist with department budget including planning, project tracking and expenditure control;
- Prepare ongoing reports of activities and events to Management;
- Plan and implement marketing and public relations programs for the Bold Center to increase membership growth and retention of existing users;
- Assist in the development and coordination of community based programs and regularly analyzes programs to determine future viability or makes recommendations for change;
- Work with the Manager, Communication to identify and effectively utilize a range of media to promote Bold Center, including local and local print media, community events, television/radio, and the Bold Center website. This includes writing and press releases and producing and distributing media kits;
- Collaborate with the IT Coordinator to design, update, and maintain Bold Center website;
- Work closely with Recreation Program Coordinator to develop marketing plans and strategies for programs;
- Establish and maintain database of advertising contacts;
- Invite media to regional events and serves as onsite media contact;
- Other duties as required.

Qualifications:

- Minimum Diploma in Marketing or Public Relations;
- Must have a minimum 2 years experience working in communications;
- Must possess exemplary communication skills through all mediums;
- Demonstrated superior customer service and interpersonal skills;
- Expertise in public speaking, presentations and providing interviews;
- Creative thinking is essential to success in the position;
- Must be proficient in the use of computers and related computer applications and various information technologies;
- Fluency in another language (i.e. French, Russian, Cree) would be an asset
- Valid Class 5 driver's license

Salary Range is \$53,297.94 - \$65,970.19 per annum.

Salary will be commensurate with experience and qualifications.

Lac La Biche County offers a comprehensive and competitive benefits package, including a pension plan. Dental and Alberta Healthcare premiums are 100% paid by the County.

Competition Number: 11-MC-42-LC

Closing Date: The competition will remain open until successfully filled.

Interested candidates are invited to forward their resumes in strict confidence to:

Human Resources

PO Box 1679

Lac La Biche County

Lac La Biche, AB T0A 2C0

Ph: (780) 623-6770

Fax (780) 623-3510

Email: hr@laclabichedcounty.com

We thank all interested applicants; however, only applicants selected for an interview will be contacted.