



Marketing Specialist
Permanent Part-Time – Any Community
(Terrace, Smithers, Kitimat, Vanderhoof, Prince Rupert)

Nature of Work

The purpose of this role is to execute on a variety of marketing activities, working closely with the Marketing Manager to promote the company in line with our marketing strategy.

Principal Accountabilities

- Assist with company website and development of online content
- Assist with company social media accounts
- Coordination and successful implementation of marketing events
- Processing of requests for community sponsorships
- Design work in line with the company's brand strategy
- Execution of marketing strategies through digital and traditional platforms
- Assist with the management of collateral and swag
- Assist with the launch and maintenance of company intranet
- Inputting data into scheduling system and coordinating airing of council meetings for community Television
- Other related duties as assigned

Required Education

- Secondary School Diploma
- Post-Secondary diploma in business, management, marketing, or finance

Qualifications and Experience

- A minimum of 3 years experience working in marketing
- Knowledge of the telecommunications industry is preferred, but not required
- Must demonstrate a predictable and reliable attendance record
- A record of creating and maintaining valuable business relationships
- Experience in setting business targets and meeting or exceeding them
- Experience in managing a corporate social media account
- Experience in working with a website content management system (CMS)
- Excellent verbal and written communication and presentation skills
- Proficient at an intermediate level in Office 365 (Excel, Word, Outlook, etc.)
- Proficient at an intermediate level in the Adobe Suite of products (InDesign, Photoshop, Illustrator, etc.)
- Positive can-do attitude; able to work as part of a team and independently
- Must be able to handle confidential information in an ethical and professional manner
- Must be able to assess and determine priorities and contribute to continuous improvement
- Demonstrated history of providing exceptional customer service

To apply for the position, submit a résumé and cover letter to the attention of Human Resources at recruitment@cwct.ca

We thank all applicants in advance for their interest, but we will only be contacting short-listed candidates for interviews.