



Calgary Immigrant Women's Association is a not for profit Immigrant Serving Agency established in 1982. CIWA's Mission is to be a national leader in transitioning immigrant women to success in Canada. We are seeking an individual who shares our values of Equity, Excellence, Collaboration, Inclusiveness and Empowerment.

Empower Immigrant Women. Enrich Canadian Society.

Marketing Coordinator
Full-Time, 37.5 hours per week
Competitive salary and benefits package

SUMMARY OF POSITION

The role of Marketing Coordinator is responsible for planning, executing and tracking of CIWA's marketing strategies. This position will work with staff to develop content and establish marketing initiatives that support client recruitment, business engagements, and community partnerships. Additionally, Marketing Coordinator will support the Communications and Marketing team to enhance CIWA's overall presence in the community and achieve national visibility.

DUTIES AND RESPONSIBILITIES

- Responsible for implementing and evaluating marketing strategies both online and in the community
- Work collaboratively with programs to develop promotional materials toward expanding CIWA's presence and visibility to a national scale
- Maintain CIWA's social media pages and develop engaging content that communicates CIWA's mission and promotes programs and services
- Identify new opportunities to promote CIWA and new ways to collaborate with community partners
- Coordinate social media meetings and work collaboratively with marketing committees to strengthen initiatives
- Maintain accurate records of all CIWA marketing activities, contacts and resources in CMS, CRM, and others
- Address inquiries through CIWA's social media accounts and website chat
- Participate in and represent CIWA at community/public events and PR related functions for the programs (open houses, community meetings and so forth)
- Regularly distribute program resources throughout the community and update community directories with program information
- Evening/weekend hours may be required
- Attend and participate in CIWA events
- Other duties as assigned by the Manager including requests for additional paid hours on a temporary basis when needed

STANDARDS OF PERFORMANCE

- Ensure that professional approach is aligned with CIWA values.
- Maintain a positive working relationship with all staff and volunteers of CIWA.
- Maintain a positive image and professional work habits and represent CIWA in a professional manner.
- Demonstrate a high level of initiative and enthusiasm.
- Maintain confidentiality at all times.
- Demonstrate a high level of administrative and IT capacity.

QUALIFICATIONS

- Bachelors Degree, Diploma or Certificate in Marketing, Communications or related field or equivalent experience
- Proficient in Microsoft Office and Adobe Creative Suite
- Strong knowledge and experience in marketing and best practices
- Familiarity with social media engagement and Google analytics
- Experience in graphic design an asset
- Effective interpersonal communication skills and strong writing skills
- Experience and comfort with public speaking
- Experience with database and record management
- Well-organized, self-motivated and efficient
- Cultural sensitivity
- Adaptive, works well with a wide variety of people
- Flexible, able to accommodate new and challenging situations
- This position requires a dedicated team player with a keen commitment to providing personalized customer service.

Pre-employment requirement: Successful candidate must clear Police Check including Vulnerable Sector Check.

If you are looking for a rewarding career in an environment that is collaborative, innovative and supportive, please forward your cover letter and resume to:

Human Resources

Calgary Immigrant Women's Association
Suite 200, 138 - 4th Avenue SE
Calgary Alberta T2G 4Z6
Fax: 403.264.3914
Email: careers@ciwa-online.com

The Calgary Immigrant Women's Association is an equal opportunity employer and actively seeks candidates from diverse backgrounds. We thank all interested candidates in advance but only those selected for an interview will be contacted.