

Marketing and Corporate Brand Ambassador

DIVISION/DEPARTMENT:	Alberta and Northwest Territories	LOCATION:	Alberta or Northwest Territories
JOB TITLE:	Marketing and Corporate Brand Ambassador	INCUMBENT:	N/A
REPORTS TO:	Member Relations Manager		

LEVEL/GRADE:	POSITION:	HOURS PER WEEK:	SALARY RANGE:	APPLICATION DEADLINE:
Coordinator	Part -time Temporary Term of Position: May 10 to March 31, 2022	0 - 36.25 hours per week	\$20.00 to 25.00 per hour	April 30, 2021

GENERAL DESCRIPTION:

The Lifesaving Society Alberta and Northwest Territories is seeking an individual support and promote our corporate brand. The marketing and brand ambassador will be responsible the Society's social media presence. In addition, they will coordinate the distribution of corporate communications and promote products, programs and services.

The successful candidate is enthusiastic, motivated, has attention to detail and able to work in a multi-faceted organization. The Marketing and Corporate Brand Ambassador will directly report to the Member Relations Manager. The successful candidate will collaborate with Society staff on organizational priorities, operations, to support our members, affiliate delivery partners, leadership volunteers, and the public.

EMPLOYMENT DUTIES

SOCIAL MEDIA

- Monitor, moderate and manage social media channels, platforms, and groups
- Generate, edit, share and post appropriate content
- Respond to comments and messages
- Repost appropriate material with messaging as it relates to the organizational mandate
- Coordinate paid marketing campaigns

COMMUNICATIONS

- Draft, edit, and distribute communiques, media releases, and newsletters
- Design newsletters and promotional materials
- Data collection and analytic reporting
- Coordinate and review website content and digital assets

ADVOCACY

- Promotion of charitable status and annual giving campaign
- Represent the brand in a positive manner
- Effectively manage any negative or controversial comments

- Build and execute communication and marketing strategy
- Attend live and virtual events as required

GENERAL

- Digital asset management
- Set goals, strategies and tactics to achieve work plan outcomes
- Identify the required resources required to achieve goals
- Evaluate and report activity
- Produce reports
- Other duties as required

ATTRIBUTES

- Knowledge of social media trends, platforms, and algorithms
- Innovative thinking
- Positive, outgoing personality
- Strong communication skills (written and verbal)
- Effective interpersonal and teamwork skills
- Effective management of difficult people
- Customer service orientated
- Ability to offer and receive feedback and ideas
- Excellent organization and multi-tasking skills
- Problem solving with the ability to resolve issues
- Ability to work independently
- Critical thinker
- High attention to detail
- Adhere to the policies, procedures and Lifesaving Society Code of Conduct

QUALIFICATIONS

- Must be a minimum of 18 years of age
- High School Diploma
- Post-secondary Diploma in Marketing (Degree in Arts, Business, Commerce, or Marketing preferred)
- Experience using social media tools
- Graphic design will be considered an asset
- Clear Criminal Record Check with Vulnerable Sector Check
- Proficient in the Microsoft Office Suite, Adobe Photoshop, Adobe In-Design, and Adobe Illustrator
- Experience with Constant Contact will be an asset

PRE-EMPLOYMENT REQUIREMENTS

- Security Clearance

SPECIAL REQUIREMENTS

- Willingness to work on evenings, weekends as required
- Remote work may be considered for this position

Please forward any inquiries or your application to:

Kelly Carter, Chief Executive Officer
Lifesaving Society – Alberta and Northwest Territories
13123 – 156 Street NW
Edmonton, AB T5V 1V2

Phone: 780.415.1755
careers@lifesaving.org

The Lifesaving Society - Canada's lifeguarding expert - is a charitable organization working to prevent drowning and water-related injury through its training programs, Water Smart® public education, water-incident research, safety management services and lifesaving sport. Annually, more than 1,200,000 Canadians participate in the Society's swimming, lifesaving, lifeguard, first aid and leadership programs.