

JOB POSTING: COORDINATOR, MARKETING AND COMMUNICATIONS

The Opportunity

We are seeking a motivated and detail-oriented **Coordinator, Marketing and Communications** to join our Marketing and Communications Department. In this role, you will support a variety of initiatives, including university outreach, content creation, social media management, and stakeholder communications. You'll also play a critical role in the execution of ongoing projects, including newsletters, video content production, and surveys.

This is an exciting opportunity to contribute to a range of impactful and exciting projects, grow your marketing and communications expertise, and help advance awareness of the Chartered Business Valuator (CBV) designation across Canada.

Key Responsibilities

- **University Outreach:**
 - Assist in planning and executing campaigns and events to engage students in business, accounting, and finance programs.
- **Social Media Management:**
 - Support the creation, scheduling, and monitoring of posts across CBV Institute's social media channels.
 - Track and analyze performance metrics to improve engagement.
- **Communications Support:**
 - Assist with the creation of internal and external newsletters.
 - Draft and edit copy for digital and print communications, ensuring alignment with CBV Institute's brand voice.
- **Website Content Management:**
 - Update and maintain content on the website, ensuring accuracy and relevance.
- **Project Support:**
 - Provide administrative and logistical support for initiatives such as the National Case Competition, Indigenous Scholarship, and Mentorship programs.

- Coordinate video production schedules and support pre- and post-production activities.
- **Surveys and Analytics:**
 - Manage the creation, distribution, and reporting of surveys for internal and external stakeholders.

Qualifications

- Post-secondary education in marketing, communications, business, or a related field preferred.
- 1-2 years of experience in a marketing or communications role (internships included).
- Strong written and verbal communication skills, with attention to detail.
- Familiarity with social media platforms, analytics tools, and content management systems (CMS).
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- A collaborative mindset and enthusiasm for learning and contributing to a team.

Nice to Have

- Experience with tools like Canva, Adobe Creative Suite, and/or video editing software.
- Knowledge of project management tools (e.g., Asana, Trello).
- Bilingual (English and French) is a plus.

What We Offer:

The position offers an attractive total compensation package, including a base salary; performance-based bonuses; extended health and dental coverage and other staff wellness benefits; an employer-sponsored RRSP; and ongoing support in learning and training related to the job.

The salary range for this position is \$45,000 - \$55,000, dependent on the candidate's level of experience.

This position also offers flexible working solutions. The individual will be required to work in-person at the Institute's office 2-3 days per week, with the remainder of the week working remotely. The Coordinator, Marketing & Communication's hours of work will be 9am-5pm, Monday-Friday, with overtime required on occasion. The Coordinator will also be required to travel on occasion to support marketing and communications initiatives across Canada.

We Appreciate Your Interest in This Position

All candidate applications are reviewed. Should your qualifications and experience meet the requirements of this role, a member of our recruitment team will contact you.