

**MARCH 6, 2019**

## **MARKETING COORDINATOR**

**POSITION NUMBER:** 00120208

**POSITION STATUS:** Temporary 12 months, full time

**DIVISION:** Distribution, Communications and Marketing

**DEPARTMENT:** Marketing and Audiences Development

**SALARY RANGE:** 07 – \$55,631 to \$69,054

**UNION CATEGORY:** CUPE

**LOCATION:** Montreal

### **SUMMARY OF DUTIES**

Manage preparation of the promotional material for each project such as key graphic and text elements required for marketing material production according to target audiences and taking into account the Distribution-Communication-Marketing (DCM) strategy. Coordinates input and changes, as well as completion of product for the market, creates a critical path and schedule in collaboration with Production, Communication, Distribution, Linguistic and Graphic services internally and externally; performs other duties as requested.

### **MAJOR RESPONSIBILITIES**

- In collaboration with Marketing Managers on all assigned projects, initiate production and supervise writing of key text including synopsis, bios, cut-lines etc., and key art for use by marketing, publicity and distribution;
- Develop a timeline and coordinate the completion of marketing materials including posters, invitations, advertising, flyers, web banners, web assets and other promotional material as necessary;
- Work closely with the appropriate teams to ensure quality control of content and image but remain solely responsible for management and coordination of promotional materials online and offline;
- Ensure completion and coordination of the work of freelance writers and graphic artists; sign-off from all stakeholders and approval by Marketing Manager;
- Provide all departments (Communications, Social Media team, Distribution, etc) with the necessary materials to facilitate implementation of plans;
- Assist in obtaining stills via production or in collaboration with Marketing Managers on photo shoots;
- Ensure that all informational documents related to descriptions, images or material delivery are up to date;
- Communicate and circulate relevant information and materials to Production, Marketing, Distribution, Festivals, Communications, Social Media, etc.;
- Responsible for archiving the graphic elements;
- Manage a production schedule for all promotional materials in progress.

### **REQUIRED QUALIFICATIONS**

- College diploma in administration, with an specialization in marketing (ideally) and five (5) years' relevant experience ideally in promotional coordination;
- Strong marketing knowledge and ease to follow the stages of marketing.
- Knowledge of Photoshop is an asset.
- Knowledge of different existing production formats (both in the sound of the image), Web and interactive practices as the industry technical standards is an asset.
- Interest in emerging trends and best marketing practices.
- Ability to communicate orally and in writing in both official languages (French and English). Good knowledge of French and English grammar is required.

### **PERSONAL QUALITIES**

- Rigor, thoroughness, ability to develop strong relationships both internally as well external as the ability to adapt to a changing environment.
- Sense of initiative, organization, ability to work on multiple projects simultaneously, to meet targets and timetables.

Interested candidates with the above qualifications are invited to apply in writing, **including a copy of their résumé to [rh-hr@nfb.ca](mailto:rh-hr@nfb.ca), BY MARCH 19, 2019, citing competition number: SN-00120208.**

*The NFB is committed to building a skilled, diverse workforce that's reflective of Canadian society. It promotes initiatives such as employment equity and encourages candidates to voluntarily indicate in their cover letter if they are a woman, a member of a First Nations group, Inuk, Métis, a person with a disability, or a member of a visible-minority group.*

*The NFB is also committed to developing inclusive, barrier-free selection processes and work environments. Feel free to advise us of any accommodation needs.*

*Please note that only applicants selected for an interview will be contacted.*