

JOB DESCRIPTION

TITLE OF POSITION: Marketing Coordinator (Bilingual)
POSITION #: CO-016
GROUP/ UNIT: Communications
REPORTS TO: Outreach Program Manager

PRIMARY PURPOSE

Through its services and products, CCOHS advances health and safety in Canadian workplaces, and the physical and mental well-being of Canadians.

The Communications Department provides a comprehensive communications service that includes promoting workplace health and safety in Canada as well as CCOHS services and solutions; promoting CCOHS and raising its profile in Canadian workplace health and safety to increase user audiences; and connecting with audiences and stakeholders through outreach and engagement initiatives.

The Marketing Coordinator supports the achievement of the goals of the Marketing and Outreach Team, Communications Department, and the organization by:

- coordinating event logistics and all travel needs for staff participating in events under the Conference Program / Speakers Bureau to achieve maximum efficiencies and cost containment
- administering the Membership Program to meet established targets by providing customer sales support, and contacting new and existing clients for increased retention
- coordinating translation requests across the organization
- exhibiting at trade shows and special events, and
- preparing reporting to help measure initiatives of the Outreach Team and performance of the Communications Department.

	DUTIES	% OF TIME
1.	<p>Conference and Events Program / Speakers Bureau</p> <p>Researches and recommends potential conferences and events for CCOHS to participate in to meet the objectives of the program, including geographic and sectors/balance. Assists in executing the approved events plan: fulfils exhibitor registration and agreements; negotiates best rates with event organizers; secures optimum booth placement and equipment; plans and executes timely delivery of displays and promotional materials to events; prepares cost estimates and associated reports.</p> <p>Initiates and coordinates all travel plans (booking flights and accommodations) for exhibiting staff and speakers ensuring expenses are within approved budget; prepares and processes all required internal documentation (travel authorities, overtime forms) for staff travel, applying Treasury Board policies/ guidelines and following approved Overtime Articles to ensure compliance.</p> <p>Exhibits at events and trade shows to promote CCOHS products and services as required.</p>	45%
2.	<p>Membership Program</p> <p>Administers established membership program to meet established targets: responds to customer inquiries via phone and email; and contacts potential and existing clients by phone to encourage renewal and upgrade of services to help achieve established revenue and client targets. Helps trouble-shoot issues related to the membership program and enrolment. Develops monthly statistical and activity reports to measure the progress of the Membership Program.</p>	25%
3.	<p>Translation and Review</p> <p>Processes translation requests for all staff: streamlines requests to minimize costs; monitors to ensure timely delivery to meet staff production needs/deadlines; liaises with Translation Bureau to resolve disputes about quality of deliverables and charges; initiates billing reports for Finance; provides final proofread of translated materials for quality assurance for Communications.</p>	15%
4.	<p>Provides administrative support to Communications Service Unit: tracks results and prepares reports related to web and portal traffic and informational product usage; coordinates logistics for special events and activities; checks links for web portals for quality assurance.</p>	5%
5.	<p>The incumbent participates in Outreach Team and Communications Department activities as assigned.</p>	5%
6.	<p>Other related duties as required.</p>	5%

NATURE AND SCOPE OF POSITION

The position reports to the Outreach Program Manager in the Communications Department and is one of several positions in this multidisciplinary unit. The incumbent is expected to participate in the planning of the marketing and outreach team activities, to ensure that they play an active part in achieving the goals without causing work overload or imposing conflicting demands, including deadlines. They must adjust to frequently changing priorities and deadlines, and notify the Outreach Program Manager should time constraints or other challenges arise that require resolution.

KNOW-HOW

- Strong interpersonal and verbal / written communication skills to effectively engage internal (staff) and external clients (members), as well as negotiate with vendors and outside organizations (Translation Bureau, conference organizers)
- Tact and diplomacy required for outbound client calls to develop and maintain relationships (renewal calls) as well as handling incoming client queries
- Strong organizational skills
- Thorough knowledge of, and experience with, event planning and promotion
- Strong time management skills to effectively balance concurrent demands and priorities
- Knowledge of CCOHS and Treasury Board travel and overtime policies and procedures, as well high familiarity with related Articles in the Collective Agreement
- Scheduling and coordinating material shipments, staff flights and logistics, for a number of overlapping events
- Intermediate knowledge levels of Microsoft Office Suite, Acumatica, and Google Analytics
- Sound knowledge of CCOHS products and services, including pricing and discounts
- Discretion with confidential information
- Ability to communicate in both official languages

There is a high degree of contact with internal staff to plan and execute travel logistics for conferences and events, as well as extensive communication and negotiations with external conference organizers to fulfill exhibit, conference, and speaker staff duties.

PROBLEM-SOLVING

With the conference and events program, the incumbent must consider and balance many logistics including: making judgment calls on the fly; frequently dealing with various situations and concurrent demands; finding solutions and/or back-up plans as required; and meeting deadlines.

The incumbent assists in researching and recommending potential conferences and events at which to present/exhibitor to meet established program objectives. They also liaise with conference organizers and/or suppliers to fulfil exhibitor registration and agreements, negotiate rates, and availability. They resolve conflicting issues that can arise during the entire process. They also exhibit at conferences as required.

Administering the Membership program requires the incumbent to respond in a timely manner (while juggling competing priorities) to incoming client inquiries and to resolve resulting issues; and make outbound calls to encourage renewals, along with other expiring products and services, to maximize retention levels and to meet monthly goals and objectives.

When proofreading final versions of public facing documents such as web pages, promotional materials, the incumbent must detect and highlight errors in French translations and inconsistencies, and identify corrections required for materials. This often involves liaising with Translation Bureau, to ensure final quality assurance needs have been met, within tight timelines.

ACCOUNTABILITY

The incumbent is responsible for implementing and overseeing all aspects of event logistics including exhibits and staff travel, according the approved conference plan. They must negotiate with suppliers and conference organizers to secure optimum booth placement and rates within the budgeted expenses. They are responsible for arranging all travel for staff, booking timely flights and hotel accommodations within government policies, producing and projecting travel expenses and overtime entitlements, ensuring all travel and conference / exhibits needs are met, prior to staff departing for conferences.

The incumbent is responsible for contacting potential and current members in a timely manner to achieve retention and revenue targets. They are responsible for responding to incoming calls and emails relating to memberships and discounts that apply to other products and services, and for resolving any issues that may arise.

The incumbent is expected to participate in the annual planning, research and recommendation of potential conferences and events under the Conference/Speakers Programs within the team.

They are responsible for processing translation requests for all staff, ensuring costs are controlled by minimizing or bundling requests; ensuring timely delivery of translation to meet staff production needs/deadlines, ensuring minimal disruptions; prepares monthly tracking reports and initiates billing reports for Finance; provides final proofread and quality assurance of translated materials as required.

WORKING CONDITIONS

Physical Effort

Works at a computer or desk for extensive periods. The work is interspersed with non-computer based activity, such as reading, speaking on phone, thinking, reviewing information, proof-reading, organizing promotional materials for shipping, lifting, pushing and pulling of heavy boxes of promotional materials, booth materials and equipment.

The employee is required to stand and work for long and extended periods of time, when staffing exhibit booths. The employee has some control over the workload (dependent on competing priorities) with the opportunity to get up, stretch, and walk on a regular basis.

Physical Environment

The workstation and desk are ergonomically set up, with a wrist rest, mouse rest, document holder, task lamp, as required. The lighting meets standards and there are adjustable blinds on the windows as required. The building environmental controls meet general office requirements. There may be a risk of injury from lifting equipment and boxes, if safe work procedures as outlined are not followed. There is risk and discomfort due to travel conditions.

Sensory Attention

High level of concentration and attention to detail is required to compose, research, proof-read, complete contract information, along with meeting deadlines. There is extensive contact with internal staff and external clients and organizations, which requires listening and/or reading attentively to understand and resolve issues with tact and diplomacy.

Mental Stress

At any given time, there are numerous competing priorities and frequent deadlines which need to be met. During peak conference seasons, there are often numerous concurrent tasks along with conflicting demands, which can result in interruptions. There are consequences and/ or financial penalties for missed deadlines or errors that may occur when completing exhibit contracts/agreements, travel arrangements, or overtime forms for staff. When dealing with internal or external staff, there is potential to deal with angry, frustrated, or difficult persons. There are disruptions to lifestyle caused by travel requirements.

SPECIFICATIONS

- Post-secondary education with two years related experience in marketing coordination or event management, or secondary school completion with four years related experience or a combination of education and experience.
- Sound knowledge of and experience in event management is required.
- Sound knowledge of, and intermediate skills in, the Microsoft Office Suite (Word, Excel, PowerPoint), and client management software (Acumatica).
- Strong organizational, interpersonal and communication (written and verbal) skills are required.
- Ability to communicate in both official languages is required.