

Marketing & Communications Specialist

Employer: Village Media Inc.

Posted: 5 weeks ago

ES Job ID: 15480

Sector(s): Sales & Marketing

Closing Date: May 03, 2024

Location: Sault Ste. Marie

Duration: Temporary

Job Description:

Marketing & Communications Specialist (12 month contract)

Are you a talented writer? Results-oriented marketer? Extraordinary communicator? Detailed event planner? We want to meet you!

Village Media is searching for a talented and motivated Marketing & Communications Specialist to join our growing team to help achieve our community relations and communications goals. This is a 12 month contract.

This role includes supporting the Marketing & Communications department to develop, coordinate, write, edit, implement, optimize and report on a variety of projects.

The Marketing & Communications Specialist is responsible for writing effective and engaging copy for a diverse portfolio of products and platforms, launches and engagement campaigns across Village Media's network of local news and information sites. They also support the planning and execution of a number of internal and external events and community sponsorships.

Responsibilities

Strategize, execute, measure and optimize marketing, public relations and communication campaigns across a variety of platforms

Complete required research and prepare written material for a variety of purposes, including content for websites, social media and communication campaigns

Support the creation and development of communications plans

Assist with the creative development and drafting of marketing copy, commercial content and social media campaigns

Edit content for writing conventions and accuracy

Support the planning and execution of a variety of events

Coordinate community partnership and sponsorship opportunities

Perform other duties and projects as directed by senior management

About Village Media

Village Media is where local news lives - and thrives. An ever-expanding network of community journalism websites, we cover the stories that matter most: the ones right in our backyards. A champion of hyperlocal news and information, Village Media publishes its articles on an innovative content management system (CMS) developed in-house. Born digital, our leading-edge company is a pioneer in its industry, continuously expanding its reach and changing the landscape of online news.

Village Media is committed to advancing diversity, equity, and inclusion among our staff, volunteers, programs, and partners. We encourage applicants of diverse abilities, backgrounds, and life experiences to apply. If you require accommodations during the selection process, please contact hr@villagemedia.ca.

Required Skills:

The successful candidate will have experience in strategizing communication plans and assisting with the creation of campaigns through the writing and editing of copy and implementation of tactics. The ideal candidate is also an exceptional multitasker who can manage multiple projects and deadlines in a fast-paced, detail-oriented environment.

Qualifications

Education or experience in marketing, communications, journalism, or a related field

Previous experience with drafting and editing communication pieces

Exceptional written and verbal communication skills

Working knowledge of integrated communications

Solid understanding of social media best practices

Excellent problem-solving and critical-thinking skills

Strong time management and organizational skills

Superior attention to detail

The successful candidate must live in or near Sault Ste. Marie, Ontario

How to Apply:

If this sounds like the perfect position for you, we would love to hear from you! To apply, please submit a cover letter and current resume.

Village Media only posts job listings on our careers portal at villagemedia.easyapply.co, on Indeed and on LinkedIn. If you have found this listing anywhere else, it was scraped without our authorization or knowledge, and thus may be expired or inaccurate. Applications are only accepted through the three sites listed above.