



Job Posting

Marketing Officer

The Municipality is currently accepting resumes for the position of Marketing Officer. The Marketing Officer's primary responsibility is to develop and implement short and long-term marketing, advertising, and promotional plans for the Dr. Carson & Marion Murray Community Centre and adjacent outdoor amenities. The Officer is also responsible for the recruitment, coordination, and execution of most events that take place at the Dr. Carson & Marion Murray Community Centre; ensuring participants' and customers' experience is safe and enjoyable.

Please visit our website at www.cumberlandcounty.ns.ca for a detailed position description and pay scale.

Deadline for resumes is Tuesday, August 10, 2021 at 1:00 pm.

Please forward your resumes to:

Municipality of the County of Cumberland
Kellie Seaman, Human Resources Generalist & Safety Advisor
1395 Blair Lake Rd
Upper Nappan NS B4H 3Y4

kseaman@cumberlandcounty.ns.ca

*Clearly mark your resume "Marketing Officer"

MUNICIPALITY OF THE COUNTY OF CUMBERLAND

Position Description

Marketing Officer

Human Resources & Community Facilities Department

Overview

It is well established that physical and social activity are essential for health and well-being of the population, and it is equally clear that healthy, active citizens are essential for the “strong, vibrant communities” at the core of the Municipality of the County of Cumberland’s Mission Statement.

The Dr. Carson & Marion Murray Community Centre is the premier venue in the Municipality for staging a wide variety of sporting, recreation, social, and community events. The Community Centre is a fully accessible, modern facility. It includes an arena with fixed seating for 812 spectators (and room for up to 2500 people for certain events), a hospitality room, a press box, a canteen with kitchen, and a top-quality walking track. The Community Centre also includes a multi-purpose Common Room with capacity for 388 people with a kitchen and licensed bar. There are also a number of outdoor amenities associated with the Community Centre, including ball fields, tennis and basketball courts, playgrounds, and an outdoor skating rink.

The Marketing Officer’s primary responsibility is to develop and implement short and long-term marketing, advertising, and promotional plans for the Community Centre and adjacent outdoor amenities. The Officer is also responsible for the recruitment, coordination, and execution of most events that take place at the Community Centre; ensuring participants’ and customers’ experience is safe and enjoyable.

This position reports to the Manager of Recreation Programs and Services.

Behavioral Competencies

Behavioral competencies are how we behave, act, and, think in the workplace. They are attained through formal and informal education and training, life and work experiences, and in our relationships. The core competencies required by this position include:

Communication
Customer Service
Innovation

Leading and Developing Others
Relationship Building
Teamwork

Key Outcomes and Responsibilities

The Dr. Carson & Marion Murray Community Centre and adjacent outdoor amenities are well marketed, advertised, and promoted to ensure participation and revenue streams are maximized.

In order to achieve this outcome, the Marketing Officer will:

- Develop and implement short and long-term plans, including marketing and communications, consistent with municipal and provincial strategies;
- Review and enhance the existing advertising campaign;
- Research and recruit new and innovative event opportunities;
- Develop and maintain strong relationships, based on mutual respect, trust and understanding, with organizations and individuals throughout the Municipality and beyond, to grow the Community Centre's customer base;
- Develop and implement innovative and creative content across all media platforms, with emphasis on social media;
- Implement a consistent publishing schedule to effectively engage our target audience and increase our reach on all recreation social media streams;
- Conduct social media audits to evaluate published content;
- Work collaboratively with the Economic Development Officers to promote, market, and execute events related to Tourism; and
- Work collaboratively with the Corporate Communications Officer, when opportunities arise.

Dr. Carson and Marion Murray Community Centre events are well planned and executed, to ensure customer needs are met, and their expectations are exceeded.

In order to achieve this outcome, the Marketing Officer will:

- Efficiently and accurately input details related to bookings and events using the facilities bookings calendar;

- Conduct public surveys to identify interest for various community events;
- Coordinate the delivery of events that take place at the Community Centre (excluding ice skating and hockey), and adjacent amenities;
- Manage event logistics and contracts;
- Develop and oversee budget implementation;
- Develop and maintain relationships with customers, vendors, and stakeholders;
- Communicate clearly and directly with customers and participants;
- Develop and implement pre and post event evaluations and reports on outcomes;
- Manage all records in accordance with the Municipality's electronic (Laserfiche) and hard copy records policies and procedures; and
- Provide front counter coverage for the Administrative Assistant at the Dr. Carson & Marion Murray Community Centre, as needed.

Community Centre events are always conducted in a manner that protects the health and safety of the public participants and staff.

In order to achieve this outcome, the Marketing Officer will:

- Ensure that all events are in compliance with all legal requirements and municipal policies, procedures, and regulations. These include the Occupational Health and Safety Act, Smoke Free Places Act, Health Protection Act, and Food Safety Regulations;
- Ensure that all staff and volunteers are properly trained and have all required certifications;
- Ensure that the bar, canteen, and kitchen are properly equipped;
- Manage purchasing and inventory of bar, canteen, and kitchen supplies; and
- Ensure the support, training, and teamwork needed to achieve these outcomes are in place.

Council and senior management are kept informed of the significant programs and initiatives undertaken by the Marketing Officer, including the results of those activities.

In order to achieve this outcome, the Marketing Officer will:

- Provide Council and senior management with regular reports of initiatives, programs, and other activities, including the results, in terms of user and participant statistics; and
- Ensure all communications and reports are clear, concise, and comprehensive.

Required Skills and Qualifications

- University degree in communications, business, marketing, or related discipline with a minimum of 2 years' experience, or a two year community college diploma in marketing or communications with 4 years' experience relevant to the responsibilities of this position.
- Excellent written and oral communication skills.
- Demonstrated superior interpersonal and relationship building skills.
- Proficient with Microsoft Office Suite, Desktop Publishing, Facebook, Twitter, and other social media tools.
- Advanced social media management skills.
- A valid Drivers License.
- Occupational Health and Safety training including WHIMIS, Fire Extinguisher Use, and First Aid and CPR (or willing to obtain upon being offered employment)

Other Skills

- Experience with Adobe InDesign and/or Adobe Illustrator would be considered an asset.

Terms and Conditions of Employment

The Municipality has an approved salary scale for this position. Placement and incremental increases on this scale are based on qualifications, experience, and demonstrated ability to perform the responsibilities of this position.

This position is based on a 35 hour work week, although much of the work will be outside regular office hours, and the number of hours worked per day will vary. The Officer will be expected to work flexible hours as the demands of the position dictate, while maintaining 35 hours per week, on average.

The Municipality's *Personnel Policy* should be referred to for additional information regarding conditions of employment.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
\$58,513	\$61,439	\$64,365	\$67,290	\$70,216	\$73,142