



## COORDINATOR, MARKETING AND COMMUNICATIONS

STATUS	Term, December 2025 – December 2026
REPORTING TO	Manager, Marketing and Communications
LOCATION	Ottawa, ON
SCHEDULE	Full-time, Monday to Friday
ANNUAL SALARY	\$49,000

## POSITION SUMMARY

Reporting to the Manager, Marketing and Communications, the Coordinator, Marketing and Communications is responsible for implementation of the Coaching Association of Canada's overall marketing and communications strategy.

Please send your resume and cover letter by midnight ET on Sunday, September 28<sup>th</sup>, 2025, to [hr@coach.ca](mailto:hr@coach.ca). **Only applications submitted to [hr@coach.ca](mailto:hr@coach.ca) will be considered for the position.**

## CORE DUTIES AND RESPONSIBILITIES

### Marketing Support

- Contribute to the development and execution of strategic digital marketing campaigns aligned with organizational objectives.
- Provide marketing support across departments, including content creation, promotional materials, video production assistance, and campaign implementation.
- Ensure brand consistency and adherence to guidelines across all initiatives.
- Develop and activate marketing plans using established templates and processes.
- Maintain accurate documentation and file management for assigned projects.

### Communications and Content

- Support the planning, execution, and evaluation of communications strategies aligned with the Association's strategic goals.
- Research, write, and edit timely, high-quality content for various audiences, including newsletters, announcements, social media, articles, press releases, and presentations.
- Manage distribution of communications such as newsletters, emails, and press releases.
- Serve as a communications resource for internal teams, supporting the development and execution of communication plans.

## Digital Strategy & Analytics

- Manage internal communications inbox and subscriber lists.
- Monitor and engage with audiences across social media platforms.
- Track and report on communications performance to assess impact and inform future strategies.
- Maintain and update the bilingual website, ensuring brand alignment.
- Compile and distribute analytics reports to support program leads and optimize engagement.

## REQUIRED KNOWLEDGE, SKILLS, ABILITIES, & OTHER COMPETENCIES

The following knowledge, skills, abilities, and other factors, gained through work experience, education, or a combination thereof, are essential for success in the role.

These core competencies are behavioural expressions of the CAC's aspirational values. All current and prospective employees should demonstrate the ability or potential to perform in these areas.

### Functional and Job-Specific Competencies

- Brand integration: adept at incorporating brand identity into various forms of communication and marketing efforts.
- Campaign management: the ability to create and execute an action plan to achieve a particular goal regarding a product, service, or brand.
- Content creation: the ability to produce relevant, engaging, and informational material for distribution.
- Project management: the ability to plan, initiate, execute, control, and close the work of a team to achieve specific goals.
- Process optimization: the ability to develop, implement, oversee, analyze, and improve processes for efficiency and alignment with organizational objectives.
- Audience identification: the process of defining a target audience for products, services, or content.
- Data insights: the ability to gather, assess, and interpret data to inform improvements to products, services, or strategies.
- Time management: the ability to properly prioritize, allocate, and utilize time effectively to achieve competing tasks and deadlines.
- Demonstrated knowledge of principles, practices, techniques, and leading practices related to internal and external communications, current trends in social media, and digital content creation.
- Experience working with email marketing software (e.g., MailChimp).
- Proficient in editing / graphic design tools (e.g., Adobe Photoshop, Premiere Pro, Canva).
- Experience working with website content management systems (e.g., Drupal); Preference will be given to bilingual (English/French) candidates. Post-secondary education in communications and marketing, social media management, public relations, journalism, marketing, or relevant field.

## WORK ENVIRONMENT

- The CAC operates a hybrid work model with 2 remote days per week.
- All employees have a dedicated workspace within a shared office environment.
- The incumbent will be required to complete 8-hour work shifts within the hours of 7h00 to 18h00, with consideration given to accommodation requirements.

## APPLICATION INFORMATION

The CAC is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, color, ethnic origin, citizenship, creed, gender identity, sexual orientation, record of offences, age, marital status, family status or disability.

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