



Pride Winnipeg Festival

Volunteer Title:	Marketing Coordinator	Position Class:	Coordinator
Division:	Marketing	Department	Marketing
Reports To:	Director, Marketing	Term:	3 Years
Volunteer Job Description			
<p>Purpose:</p> <p>The Marketing Coordinator is responsible for assisting with marketing of the Pride Winnipeg festival, implementing and tracking marketing campaigns and preparing marketing reports.</p> <p>Duties:</p> <ul style="list-style-type: none"> • Assist in developing the annual Pride Winnipeg marketing strategy. • Assist in implementing and monitoring progress of marketing campaigns. • Identify opportunities for marketing process improvements. • Assist in implementing the organizations tourism strategy. • Assist in developing regular reporting on marketing activities and other marketing related information by collecting, analyzing and summarizing data. • Support the marketing department by scheduling and organizing the creation of website content • Monitor marketing industry news and events and provide information to Director on emerging trends <p>Skills/Qualifications:</p> <ul style="list-style-type: none"> • Graduated or currently in a post-secondary program in business or marketing. • Proven time management skills and project management skills. • Excellent verbal, written and interpersonal communication skills, ability to work well with others. • Friendly, dynamic, and outgoing demeanor and professional presentation. • Strong computer skills and a willingness to learn. • Excellent organizational and communication skills, ability to multi-task and manage multiple challenges. • Knowledge in WordPress, Survey Monkey and Mail Chimp an asset. 			

