



Employment Opportunity

Marketing Specialist

Reports to: Community Manager

Start Date: July 25, 2022 (or until position is filled)

Salary: \$75K - \$90K salary + comprehensive benefits package. Salary is negotiable based on experience.

Term: Full-time (37.5 hours a week), 1-year contract with potential of extension based on funding.

Location: Yellowknife, NT or Whitehorse, YT. Other Northern-based work locations may be considered on a case-by-case basis.

About the Role

EntrepreNorth is seeking a self-motivated and dynamic Marketing Specialist who is passionate about empowering Indigenous entrepreneurs to build sustainable businesses and livelihoods across Northern Canada.

The Marketing Specialist will take a lead role in developing EntrepreNorth's **marketing and communications strategy** and implementing plans to grow awareness of our brand and program offerings. EntrepreNorth prides itself on amplifying narratives that inspire new ways of doing business and telling stories that inspire a better future. The Marketing Specialist will work closely with our Community Manager to elevate our brand identity, awareness and reach to help grow a network of Indigenous entrepreneurs who are innovating solutions to strengthen economic resilience and community wellbeing for generations to come. The right candidate will possess strong strategic marketing know-how and the creative and technical ability to implement a range of marketing and communication activities.

The ideal candidate will:

- Collaborate and work well with others
- Be strategically creative and resourceful
- Have excellent communication and writing skills
- Be self-motivated and be driven by impact
- Have a strong aesthetic sense for graphic design
- Be able to thrive in a fast paced environment
- Value Indigenous ways of knowing and being

Key Roles and Responsibilities

Marketing and Communications Strategies and Plans

- Lead the development of EntrepreNorth's marketing and communications strategy, implementation plans, and budget in close collaboration with Community Manager and team;
- Grow and develop EntrepreNorth's brand identity, awareness and reach and ensure consistent brand implementation across all communication platforms;
- Coordinate EntrepreNorth's website development and maintenance to ensure that all content is relevant, current and accessible;
- Support the development of an EntrepreNorth online marketplace to showcase program alumni products and services;
- Coordinate a social media content calendar with cross-channel publishing;
- Coordinate advertising and promotional activities for program offerings, multimedia productions, and EntrepreNorth hosted events;
- Produce and develop graphic assets for communication purposes and curriculum resources;
- Coordinate the design and layout of impact reports and publications for external communications;
- Ensure proper partnership recognition that aligns with our funding and sponsorship agreements;
- Work with Community Manager to manage media relations

Events

- Coordinate marketing strategies for our events
- Lead the development of promotional materials
- Lead the development of sponsorship packages

Administrative

- Set up vendor service contracts and monitor deliverables
- Track and monitor vendor invoices for payment
- Process travel and expense claims

Desired Skills & Experience

- University degree or college diploma in marketing, communications, public relations, or a related field
- Technical experience (Adobe InDesign/Illustrator, Hootsuite, web/content management, analytics, digital/video production)
- Proficiency with Google Workspace, Microsoft Office Suite, Mailchimp, Eventbrite, SurveyMonkey, Zoom, Canva, and social media platforms (Twitter, Instagram, Facebook, as well as Hootsuite)
- Experience with Adobe InDesign and other Creative Suite tools is an asset.
- 3-5 years professional experience in a marketing role

How to Apply

Please submit your resume and cover letter with your responses via the online form at www.entreprenorth.ca/careers. This position will remain open until filled. Thank you.

For more information about EntrepreNorth and MakeWay, please visit:

www.entreprenorth.ca

*As **EntrepreNorth** is on [MakeWay's Shared Platform](#),
the selected candidate will be an employee of MakeWay.*

***MakeWay is strongly committed to creating a diverse workplace environment and we welcome and encourage applications from the communities we serve.
We are proud to be an equal opportunity employer.***