



# Employment Opportunity

## Marketing Specialist

**Reports to:** Community Manager

**Start Date:** May 16, 2022 (or until position is filled)

**Salary:** \$75K - \$85K 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. Other Northern 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 take their business and local impact to the next level.

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 marketing know-how and the technical and creative ability to strategize and implement a range of marketing and communication activities. They will also have a keen interest in facilitating and sharing their knowledge and experience with others.

The ideal candidate will:

- Be strategically creative and resourceful
- Have excellent communication and writing skills
- Be self-motivated and able to collaborate well with others
- Have a strong aesthetic sense for content production and graphic design

- Be able to thrive in a fast paced environment and deliver quality results
- Enjoy teaching and mentoring entrepreneurs
- Value Indigenous ways of knowing and being

## **Key Roles and Responsibilities**

### **Marketing & Communications Strategy 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;
- Develop an EntrepreNorth online marketplace to showcase program alumni products and services;
- Support the development of 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;
- Lead 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

### **Curriculum Development and Facilitation**

- Support the production of online and offline program content
- Contribute to the development of our marketing curriculum
- Support the facilitation of marketing curriculum

### **Events**

- Develop and implement 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](http://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](http://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.***