

# Marketing Coordinator

Corporate Performance Department  
Communications Division

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(Temporary full-time for approximately 12 months)

**Posting No. 359(59)**

The City of Saskatoon is an Employment Equity employer

**DUTIES:**

1. Prepares and implements targeted communication and action plans including reporting of pre/post measurements of effectiveness.
2. Provides creative direction for the design and production of targeted advertising, marketing and communication materials to promote participation in the Department's programs and services.
3. Coordinates the development, production and placement of the Department's media advertising.
4. Oversees the development, production and distribution of publications, brochures, posters, displays and other marketing and communication materials.
5. Coordinates the preparation and distribution of Department news releases and public service announcements.
6. Organizes and participates in trade shows, special events and other such assigned promotional or public relations functions.
7. Orders and maintains the Department's inventory of marketing and communication resources, including advertising materials, display systems and information for use in the development of various advertising, publications and materials.
8. Writes and revises copy for the Department's various advertising, publicity and promotional publications and materials.
9. Performs other related duties as assigned.

**QUALIFICATIONS:**

- Degree in marketing, public relations, communications or journalism.
- Four years' directly related experience working on creative concepts and design and the production and placement of various communication tools using the graphics industry and/or the advertising media.
- Experience with media selection, buying and measurement would be an asset.
- Considerable knowledge of graphics industry principles and practices, including copywriting, layout and design, illustration, visual identity programs, photography, typography, pre-press production and printing, audio-visual, signage and displays.
- Knowledge of methods and techniques used to measure the effectiveness of communication methods.
- Knowledge of media advertising principles and techniques, including conceptual design, creative development, production and scheduling.
- Demonstrated ability in the creative conceptual design of targeted messages for various advertising and communication mediums.
- Demonstrated ability to prepare and implement communication plans using a variety of promotional vehicles and techniques.
- Demonstrated ability to express ideas and concepts effectively orally, visually and in writing to a variety of audiences.
- Ability to maintain confidentiality while handling sensitive information.
- Ability to plan, organize and control projects from concept through implementation with minimal supervision.
- Ability to work under the pressure of deadlines.
- Ability to establish and maintain effective working relationships with co-workers, suppliers, the graphic industry and the media.
- Skill in the use of a computer with word-processing, desktop publishing (e.g., Photoshop, Illustrator and Quark), computer graphics, spreadsheets and database software in both IBM compatible and Macintosh environments.

**SALARY:**

\$5,296.84 to \$5,839.82 per month (2016 rates)

**CLOSING DATE:**

Wednesday, August 16, 2017