



## **Marketing Specialist Northwest Expansion Project – Based in Thunder Bay**

If you are ready to take the next step toward a high octane Marketing role, consider this: we're hiring a proven marketing specialist ninja who can produce, support and execute the most compelling marketing, digital, media relations and communications campaigns with the same effortless ease as they juggle multiple project demands and deadlines.

This role will support the Marketing department with a wide variety of duties related to our Northwest Expansion Project. The Marketing Specialist, under the supervision of the Senior Marketing Specialist, will be responsible for the organization and execution of marketing, digital, social, media and corporate communication initiatives as they relate to the NW Expansion Project. This role may require occasionally working on weekends and evenings to oversee events as coordinated by the Marketing department. This position will be based in Thunder Bay.

Seem like a lot? It is! A career at Science North is a lot of fun and this role has a lot of potential. And we're looking for the right fit.

### **SPECIFIC RESPONSIBILITIES (each as it relates only to the NW Expansion Project):**

- Develop corporate communications and public relations programs and campaigns
- Source, evaluate and coordinate advertising and media opportunities
- Write news releases, articles, speaking notes
- Lead visibility campaign, with a plan for how to generate buzz about Science North's plans
- Develop and run the social media platforms for the NW Expansion project
- Operate as point person for all media requests
- Help develop and implement communications strategies and campaigns aimed at boosting the brand, events and media plans
- Lead all media relations strategies and plans to proactively promote Science North's position, reputation and initiatives
- Create special signage and advertisements
- Coordinate all aspects of marketing events and functions
- Manage the marketing calendar of due dates, including: print and signage design, website updates, Google analytics and media

### **KNOWLEDGE AND SKILLS:**

- College or University degree in Business Studies, preferably in Marketing, Public relations or Communications
- Experience in social media (Facebook, Twitter, Instagram) is an asset
- Intermediate to Advance skills in Word, Excel and Power Point
- Demonstrated proficiency in clear language copy, editing and proofreading
- Able to communicate both verbally and in writing
- Able to work efficiently as a part of a team as well as independently
- Attention to detail in all areas of work
- Good organizational, time management, multi-tasking and prioritizing skills
- Strong work ethic and positive team attitude
- Professional demeanor under stressful situations
- Ability to work in a fast-paced environment

This is a full-time contract position through to December 31, 2022 (with possibility for extension) at a salary of \$47,300 per year.

*Staff interested in applying for this position are asked to send a letter of interest outlining how their qualifications (including Science North and external experience) would contribute to successful performance in this role. A letter simply indicating an interest in the job will not be sufficient; it must contain detailed information on your experience relating to the job responsibilities and requirements. Accommodations are available upon request in all aspects of Science North's selection process.*

*Letters are to be sent directly to Rebecca Wilson by March 18, 2022 at 5:00 pm.*

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and is an agency of the Government of Ontario