

**Posted April 28, 2022**

Ahead of the curve starts here. The Digital Technology Supercluster is building a better Canada by growing Canadian businesses, creating a digitally skilled workforce and positively impacting lives across our Country. We accelerate the development and adoption of digital technologies that keep Canadians healthy, address climate change and drive economic productivity. Find out more at: [www.digitalsupercluster.ca](http://www.digitalsupercluster.ca)

### **Marketing Coordinator (Full Time)**

The Digital Supercluster is seeking a motivated, organized and creative individual to support our marketing and events activities as the Marketing Coordinator. Reporting to the Head of Marketing, you will be part of a team that is passionate about building a healthier Canada, tackling the impacts of climate change and embracing the diversity and talent of Canada's growing population. You are adaptable, keen to learn new things and ready to work in a fast-paced environment – with the option to be remote at this time.

### **Key Responsibilities**

- Assisting in the development and implementation of promotional campaigns for virtual and in-person events including member meet-ups, webinars, ideation sessions and project workshops
- Engaging with Supercluster members to help amplify their stories, events and announcements across various marketing channels
- Managing the content calendar and helping to create collateral pieces, videos, blogs, impact stories and corporate reports
- Creating and distributing the monthly newsletter and events bulletin
- Collaborating with contractors and internal teams to manage projects related to graphic design, website design and PPC
- Coordinating the logistics and run of show for tradeshow, webinars and events
- Developing, maintaining and managing website content including news, upcoming events, project-related updates and SEO related changes

- Researching and coordinating the member and Supercluster calendar of events
- Creating a social media calendar, overseeing social media campaigns and organizing the daily community postings for Twitter and LinkedIn
- Helping to segment and maintain our contact database for targeted marketing purposes

### Required Knowledge, Skills and Capabilities

- A passion for innovation and building a better Canada
- Strong organizational, interpersonal and communications skills
- Excellent written and oral communication skills
- Knowledge of social media platforms
- A degree or diploma in marketing, business or STEM related field
- Minimum 2 years of marketing or communications experience preferred
- Familiarization with Powerpoint, Excel, WordPress, Salesforce, MailChimp or Hubspot a bonus

To apply, please send your cover letter and CV to [careers@digitalsupercluster.ca](mailto:careers@digitalsupercluster.ca).