

## **Marketing and Communications Coordinator (Full-time permanent) - We offer flexible working hours, learning opportunities, and meaningful work.**

We are a growing consulting firm based in Guelph, Ontario that offers its employees flexibility, excellent learning opportunities, and the ability to work with amazing people on a daily basis.

SVS team members have the autonomy and support to grow their careers in the direction they choose to help meet our collective mission of a land where all peoples can reach their full potential, share prosperity and uphold their rights. We are aligned in our commitment to doing good work in both our local and client communities, and we are known for our fun company culture and our commitment to providing excellent client service.

A few more key points about SVS:

- Our company is filled with unique individuals who like taking initiative and thinking outside of the box.
- We believe in creating shared value in every project we work on and we assist Indigenous and non-Indigenous communities and private sector companies in coming together to create shared value for all parties involved.
- We are a Certified B Corp – we believe business should be about making a difference and doing good for both people and places.

**The Position:** We are looking for a Marketing and Communications Coordinator to fill a permanent Full-time position. The pay range for this position is \$44,000 to \$53,00 dependent on skills and experience.

- We offer flexible working arrangements.
- We have an incredibly unique company culture that allows us to shine positive lights on our failures and work in an environment where we can learn and grow together, all while doing meaningful work.
- Other rewards offered by SVS include: Variable pay incentives, open-time off policy, cell phone allowance, Group health benefits and EAP, GRSP contributions, Professional designations reimbursement, formal and informal professional development opportunities, paid time off (Freedom, sick time, cultural days, bereavement and family care), Winter Tire rebate, and more.

### **Requirements:**

- University Degree or College Diploma in marketing and or/communications or related field

- 1-3 years of professional experience in a marketing and communications coordination role or equivalent
- High commitment to client satisfaction and doing good work
- Strong attention to detail
- Familiarity with inbound marketing philosophy
- Big Picture Thinker with exceptional verbal and written communication skills
- Experience with governmental agencies and the RFP process
- Proficiency in MS Office, marketing automation software, and cloud-based software and tools (e.g., Google Analytics, Google Apps, Adwords, WordPress etc.)
- Proficiency with Adobe Creative Suite
- Proficiency in Hubspot – marketing and sales functions (or similar)

### **Responsibilities:**

- Conduct market research
- Support marketing and advertising campaigns by preparing strategic support, plans, and objectives
- Manage the proposal coordination process working with inter-disciplinary team members
- Assist in the planning and execution of all aspects of inbound marketing campaigns
- Prepare marketing reports by collecting, analyzing, and summarizing data
- Keep promotional materials current, ready and in stock
- Post online content to the company's website and social media accounts
- Draft copy for marketing literature (brochures, press releases etc.)
- Draft design for print and online materials
- Assist in planning meetings and conferences
- Maintain and curate a marketing content library
- Manage brand consistency across all platforms
- Maintain the company website and online presence
- Ensure the functionality and coordination of the team's activities
- Accomplish organization goals by accepting ownership for new and different requests
- Explore opportunities to add value to the company through your role
- Other duties as assigned

**Asset Qualifications:** : Experience working in an environmental consulting company, working with Indigenous communities

**Let us know if you speak:** Cree, Ojibway, Oji-Cree, Innu, or other languages that might be useful for this position.

We are on the traditional territory of the Attawandaron People. We honour the original ancestors of this land and also offer respect to our Haudenosaunee, Anishinaabe, Mississauga and Métis neighbours. We strive to be accountable by acknowledging this history and cultivating respect in our relationships with our Indigenous neighbours and the land.

We are located downtown Guelph and we are lucky to be close to public transit, restaurants, and parks. We are open to flexible working arrangements.

### **Summing it Up - Why should you apply?**

- Fun company culture
- Learning and career growth opportunities
- Flexible working hours
- Meaningful work

**In the spirit of reconciliation and diversity, we are committed to increasing our number of Indigenous employees. Please let us know in your application if you are First Nations, Metis or Inuit.**

Send your application to: [HR@sharedvaluesolutions.com](mailto:HR@sharedvaluesolutions.com) by July 12, 2021.