

Employment Opportunity

Marketing and Communications Coordinator

Location: St. John's, NL *Starting:* January 30, 2017
Type: Permanent, Full-Time *Remuneration:* \$40,000 - \$45,000

SUMMARY:

The Newfoundland and Labrador Environmental Industry Association (NEIA) is seeking an energetic, outgoing, and self-starting marketing professional to help its team contribute to the growth of the province's green economy and clean technology sector.

ABOUT NEIA:

NEIA is a not-for-profit association of businesses that promotes the growth and development of the green economy in Newfoundland and Labrador. In pursuit of this objective, NEIA focuses its work to support entrepreneurs, help existing businesses grow, attract new businesses, and create the conditions for these activities to take place. More information on NEIA and its activities can be found on its website at www.neia.org.

DUTIES:

The *Marketing and Communications Coordinator* will help NEIA's team achieve its objectives by:

- Developing and implementing an annual Marketing and Communications Plan;
- Managing NEIA's social media networks to (1) promote activities and services, (2) echo the marketing efforts of its members, and (3) support the initiatives of key partners;
- Driving the organization of NEIA events and activities, including taking the lead role on branding, promotions, attendance, and sponsorship;
- Networking and establishing effective interpersonal relationships with members and other stakeholders;
- Creatively and effectively communicating the successes of NEIA's initiatives and those of its members;
- Attracting attention to events and issues of importance to NEIA members; and
- Maintaining (and where appropriate, improving upon) NEIA's brand and digital and static marketing assets;

QUALIFICATIONS:

- Bachelor's degree (preferably in Business / Marketing) or equivalent experience;
- Solid understanding of social media applications from a business perspective;
- An ability to work independently and to take the initiative and self-start projects;
- Creative approach to work with a willingness to try new strategies;
- Proven communications skills, both verbal and written;
- Excellent organizational skills with the ability to multi-task.

The following skills are not required, but are considered an asset: graphic design, general tech savviness, and website maintenance / updating.

TO APPLY: E-mail your application to Kieran Hanley, NEIA's Executive Director, at kieran@neia.org. The deadline for applications is *January 11, 2017*.