

Marketing/Outreach Coordinator – Business Development Services

DRAFT

Position Overview

The marketing/Outreach Coordinator provides marketing support to the Business Development Services (BDS) department to promote the different programs. This position is responsible to coordinate marketing activities for two our programs: Recognition Counts (RC) -as outlined on the Marketing Plan- and for BEST (Business & Enterprise Support & Training). The Outreach Coordinator reports to the Recognition Counts (RC) Program Manager and is part of the Business Development Services team.

Core Competencies	Level
Understanding of Community Economic Development	Intermediate
Knowledge/network of community resources	Advanced
Planning & organizing	Intermediate
Critical thinking/judgement	Intermediate
Communication skills (written & oral)	Advanced
Computer literacy	Intermediate
Fostering Diversity & Respect	Intermediate
Initiative	Intermediate
Quality	Intermediate
Collaboration & teamwork	Intermediate
Participative management	Intermediate
Conflict management	Intermediate
Balance	Intermediate
Participant-client focus	Basic
Continuous learning	Intermediate

Job-Related Competencies	Level
Outreach presentations	Advanced
Facilitation	Advanced
Keyboarding and data entry	Intermediate
General Admin	Intermediate
Business Acumen	Basic
Networking	Advanced
Marketing	Intermediate

Education & Experience

- Minimum requirement: College diploma, along with one year marketing/outreach experience
- Experience working with and understanding of issues facing low-income people
- Strong Facilitation, outreach, planning and administration experience
- Ability to work in a non-profit organization environment
- Ability to work independently and in a team environment

Responsibilities

Under the supervision of the Program Manager:

Outreach and Marketing of program services

- Assist Program Manager in conducting a scan of community financial services and programs
- Review of existing marketing plan for Recognition Counts
- Contact organizations and arrange outreach presentations (as outlined on the Recognition Counts Marketing Plan)
- Assist in publicizing the program following the established marketing plan
- Establish the credibility of the program in the community
- Identify participants and provide information about the program
- Conduct information sessions for target populations
- Provide information to potential clients about the Business program including eligibility criteria, training and business plan
- Provide information to potential clients about the Recognition Counts program including referral process, loan details, terms and interest rates, and the documentation needed to be considered for a loan
- Coordinates and implement marketing activities such as promoting programs on social media, delivering marketing materials
- Prepare, maintain and update all required tracking forms
- Keep track of all the marketing/outreach activities including detailed information about the organization's contact person and relevant notes associated with the outreach activity
- Keep track of participants attending presentation
- Maintain the credibility of the programs in the community
- Develop knowledge of other resources available in the community and cultivate network of these resources
- Set and evaluate measurable goals to make necessary program improvements
- Make suggestions to the Program Manager regarding marketing activities
- Submit quarterly written reports of activities to the Program Manager
- Work as a team to identify and facilitate community economic development in Winnipeg
- Well organized; ability to prioritize various tasks and projects with competing demands on time