



Alberta Real Estate Association POSITION PROFILE

Position Title:	Marketing Communications Coordinator	Start Date:	June 2023
Reports to:	Communications & Marketing Manager		
AREA OVERVIEW			
<p>The Alberta Real Estate Association (AREA) is the provincial professional organization that represents the interests of 10 regional real estate boards/associations and more than 13,000 REALTORS® provincewide.</p> <p>Based in Calgary, the association’s mission is to provide strategic leadership through AREA’s member-centric advocacy, professional development, and provincial services to advance the Alberta real estate profession and our members’ success.</p>			
KEY COMPONENTS AND RESPONSIBILITIES OF THE POSITION			
1. Scope:			
<ul style="list-style-type: none">• Reporting to the Communications & Marketing Manager, the Marketing Communications Coordinator is a strong marketing and communications generalist who will leverage a proven skillset that includes marketing, as well as corporate communications and public relations.• The Marketing Communications Coordinator will work collaboratively with and through other departments and external stakeholders to achieve AREA’s objectives.• AREA reserves the right to revise the responsibilities outlined below as required.			
2. Key Responsibilities:			
Digital Marketing:			
<ul style="list-style-type: none">• Collaborate with the business development team to develop and implement digital marketing campaigns, including paid advertising, email marketing, and SEO strategies.• Monitor and analyze website traffic, user behavior, and conversion rates using analytics.• Optimize website content and user experience to enhance online visibility and engagement.• Research to stay updated on industry trends, market insights, and competitor activities.			
Content Creation and Management:			
<ul style="list-style-type: none">• Develop and curate engaging and relevant copy, graphics and multimedia for various marketing channels, including website, blog, social media platforms, and email newsletters.• Manage content calendars, ensuring timely delivery and coordination of content across different platforms.			
Social Media Management:			
<ul style="list-style-type: none">• Implement social media strategies to drive brand awareness, engagement, and lead generation.• Engage with the online community, including responding to comments, messages, and inquiries in a timely and professional manner.• Monitor social media trends and implement innovative approaches to optimize social media presence and performance.• Track and analyze social media metrics to make data-driven recommendations.			
Branding and Messaging:			
<ul style="list-style-type: none">• Ensure consistent application of the organization's brand guidelines across all materials.• Develop and maintain brand messaging that resonates with target audiences and aligns with the organization's mission and values.• Collaborate with internal stakeholders to create and update marketing collateral, presentations, etc.			
General Duties:			
<ul style="list-style-type: none">• Support in the planning, organization, and execution of AREA conference and events.• Respond to member inquires via phone and email.			

	<ul style="list-style-type: none"> Assist in developing and executing public relations and media relations strategies.
	3. Relationships: <ul style="list-style-type: none"> The Marketing Communications Coordinator must establish and foster relationships with: AREA members, AREA team, suppliers & vendors, and potential customers.
	4. Competencies: Required Knowledge and Skills <ul style="list-style-type: none"> Exceptional written and verbal communication skills. Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally. Demonstrated marketing knowledge and abilities. Outstanding communication and interpersonal skills with a focus on rapport-building and collaborating with others to achieve results. Highly organized: able to effectively manage a project comprised of multiple, parallel tasks, through to timely completion. Demonstrated thoroughness, accuracy and attention to detail. Independent: motivated, self-directed and able to work well with minimal supervision. A willingness to keep up to date with developments in new technology. Helpful, respectful and receptive to feedback. Works well in a team environment.
	5. Qualifications <ul style="list-style-type: none"> University degree in marketing, communications, or a related field or equivalent education and experience Entry to five years relevant experience in a corporate or not-for-profit environment Demonstrated marketing communication skills across various audiences and platforms, using analytics to make informed recommendations Advanced skills in Adobe Creative suite, Canva, Hubspot, audio-visual editing tools, Microsoft Office Experience with social media marketing tactics and website content management systems
	6. Benefits <ul style="list-style-type: none"> Competitive salary Extended health, vision and dental benefits Life and disability insurance Vacation & paid time off Employee assistance program On-site parking

Alberta Real Estate Association (AREA) is an equal opportunity employer and offers employment to all persons. We are committed to accommodating applicants with disabilities throughout the hiring process. Accommodations for job applicants with disabilities will be provided upon request. Our requirement is that you have the necessary skills and abilities to do the job and the attitude of a team player.

*Interested applicants should submit their cover letter and resume detailing qualifications and related experience no later than **June 7, 2023** to: careers@albertarealtor.ca.*

AREA thanks all interested applicants; however, only qualified candidates will be contacted for an interview.