



Sales & Marketing Coordinator

SALES & MARKETING COORDINATOR (PERMANENT – 1 FTE)

The YWCA Sales & Marketing Coordinator is part of a small but mighty team of creative out-of-the-box thinkers. You will work collaboratively in the creation and implementation of approved sales and marketing strategies for YW revenue generating services, core programs and events; promote brand consistency and understanding; elevate the profile of YW and provide an exceptional customer experience.

As the successful applicant for this role, you would be imaginative and innovative with exceptional attention to detail. You are on your toes, connected, savvy, quick, thoughtful and bold: a resourceful self-starter who thrives in a dynamic environment and enjoys collaborative approaches to accomplishing goals. You have a flair for sales and marketing and a good understanding of growing digital opportunities.

WHAT MOVES YOU

- You are passionate about women's equity
- You are creative and inspired by opportunities; sales savvy and enjoy the challenges of brand management
- You believe that advocacy, awareness and education can bring about positive change in our community

WHAT YOU'LL DO

- Collaboratively create sales, promotional and branded resources for a variety of platforms to promote YWCA programs, services, fundraising and general awareness.
- Help drive awareness, engagement and sales related to new YWCA social enterprises through external marketing
- Support the success of new revenue generating streams for YWCA to create long-term sustainability
- Elevate the voice of YWCA in the community through effective messaging and promotions
- Contribute new ideas, opportunities and skills to the YW Marketing & Communications
- Work in a shared/open office environment with occasional evening/weekend requirements outside the office for events and engagement activities.

WHAT YOU'VE DONE

- Post-secondary experience in Marketing, Information Design or Digital Marketing
- 1-4 years' experience in marketing, design and implementation
- Exceptional verbal and written communication skills
- Demonstrated creativity and passion for marketing
- Professional poise and confidence to interact with multiple internal and external audiences
- Highly proficient with Microsoft Office suite, including Excel and PowerPoint
- Highly proficient with Adobe Creative Suite programs including InDesign, Illustrator and Photoshop; experience with web design software, platforms and concepts an asset
- Knowledge and experience on all social media platforms including Twitter, Facebook, LinkedIn, and Instagram

IF YOU WANT TO WORK TO CHANGE LIVES, WE WANT TO MEET YOU

Competition Number: 2019051

Deadline: June 7th, 2019

www.ywcalgary.ca/work-with-us

Apply today with covering letter, salary expectations and resume to careers@ywcalgary.ca