

JOB DESCRIPTION COMMUNICATIONS AND MARKETING COORDINATOR

As part of the MFRC multi-disciplinary team, the Communications and Marketing Coordinator is responsible for creatively planning, preparing and coordinating the public relations and marketing activities of the Centre. This position involves working closely with other team members to promote Centre programs and services and providing public relations expertise to the program team. This position reports to the Executive Director.

Responsibilities include:

Communications and Marketing

- In collaboration with Board and staff, develop, coordinate and implement an annual public relations/marketing plan for the MFRC. This requires strategically assessing the MFRC's position with all stakeholders, determining priorities and opportunities and translating these into outcomes based and measurable goals and objectives.
- Preparing weekly articles and providing information for both agency and external publications
- Preparing, structuring, organizing and evaluating the promotional and informational material used by the Centre, including the production of the MFRC brochure (in conjunction with PSP)
- Coordinating the distribution of all promotional materials.
- Assess how all activities of the MFRC reflect its image and implement necessary and approved changes.
- Ensure MFRC activities are photographed and create a library of photographs for promotional materials
- Review and approve all program informational materials before issued for general distribution

Client Services

- Coordinating and/or facilitating media information sessions for families, volunteers and staff in collaboration and in agreement with the MFRC multi-disciplinary team.
- Providing professional expertise and support for all public relations or marketing projects/requests
- In collaboration with the Coordinator of Volunteers, orientating, training and supervising of all volunteers who assist with service delivery of the program area.

Public Relations

- Developing and conducting informational briefings to Base units and civilian agencies.
- Liaising with local media to provide opportunities to increase visibility of the MFRC programs and services by preparing articles, press releases etc, to enhance the image of the MFRC and military families.
- Liaising and networking with Base/Navy Public Affairs to meet media requests.
- Liaising and networking with Lookout staff to coordinate weekly submissions
- Coordinate annual open house activities.
- In conjunction with the ED and BOD, prepare and publish the Annual Report.

Website Development and Maintenance

- In collaboration with other program staff, coordinate, develop and update the web site content in a timely and creative fashion

Monitoring and Evaluation

- Periodically evaluating the activities and services, producing a qualitative and statistical report at the end of each month and a more detailed annual report at the end of the fiscal year.

Other

- Enhance professional expertise by membership in applicable professional organizations and by participating in continuing education related to assigned responsibilities.
- Undertaking any secondary tasking and responsibilities deemed necessary for the efficient operation of the organization, its programs and buildings.

Competencies and Behaviours

In order to successfully meet the requirements of the position, the following competencies and behaviours must be demonstrated.

- ◆ Believes in and practices the mission, goals of the program
- ◆ Ability to work as a positive member of the program team, facilitating a team environment through personal behaviour, work contributions and the sharing of experience and knowledge
- ◆ Ability to effectively multi-task while maintaining a high quality of work
- ◆ Participates in the developing of new ideas and methods for program enhancement and has the ability to adjust and adapt to changes
- ◆ Maintains a constant awareness of the “client” and exhibits recognition and appreciation of their needs with the ability to achieve results with positive outcomes for the staff team
- ◆ Ability to be energetic, resilient and maintains a sense of humour when personal resources are challenged
- ◆ Achieves results with positive outcomes
- ◆ Ability to meet deadlines in a timely and efficient manner
- ◆ Effective interpersonal skills under all types of conditions, exhibiting a supportive, positive approach
- ◆ A high degree of personal initiative with good planning and organizational skills
- ◆ Maintains timely and accurate files
- ◆ Excellent public speaking ability
- ◆ Excellent writing skills
- ◆ Demonstrates a high level of creativity
- ◆ Has the ability to adjust to the ever changing needs and handle multi-tasks efficiently
- ◆ Continuing personal and professional development in related areas
- ◆ Actively incorporates volunteers into the program area

Desired Knowledge, Experience and Education

- Diploma or Degree in Public Relations, Marketing, Communications or related field
- Minimum of two years experience working in a public relations position
- Excellent communication skills both written and oral
- Strong administrative, organizational and research skills
- Valid BC Driver’s license
- Excellent computer skills
- Working knowledge of Adobe Dreamweaver, DSLR technology, FTPs and CMS.
- Knowledge of local media/PR resources and strong networking abilities
- Team player who is committed to the philosophy of the MFRC
- Excellent interpersonal skills with the proven ability to deal effectively with community members, staff, media, and community agencies.
- Willingness to work flexible hours
- Project management skills and be able to work well with service contractors. This would include printers, web developers and other contract labour.
- Knowledge of the unique challenges of the military family lifestyle and proficiency in French are considered an asset

Forward resumes to Director by June 12 2009 to:

Attn: Executive Director
Military Family Resource Centre
CFB Esquimalt
PO Box 17000
Stn Forces
Victoria, V9A 7N2

E-mail:
mfrfc@shawcable.com

Fax:
(250) 363-3108

We thank all who apply. Only short-listed applicants will be contacted.

