



## Marketing Coordinator

Competition: #2023-24-14

Location: Any MASC Service Centre

*(There may be an opportunity for a hybrid work arrangement.)*

Manitoba Agricultural Services Corporation (MASC) has an exciting opportunity for you to be a part of a team that values building relationships, enables change, and supports the agriculture industry in Manitoba. Come join our team as we offer an engaging work environment, competitive pay, a comprehensive benefits package (including pension plan), and we encourage a healthy work-life balance.

Reporting to the Corporate Communications Manager, the Marketing Coordinator is responsible for coordinating various marketing activities throughout the corporation. In addition, the Marketing Coordinator aids in developing and executing advertising campaigns, ensuring all initiatives are aligned with MASC's communication policies and style guidelines surrounding writing style, branding, and visual identity.

**MASC values excellence, integrity, and accountability.** We strive to enhance existing products and develop new products, transform service delivery to enrich the client experience, pursue customer driven organizational change, and maximize performance, engagement, and development of all employees.

**MASC has five core competencies: communication, decision making, initiative & innovation, leadership, and organization.** Competencies relate to every position at MASC and along with the technical requirements, are included in the qualifications for all positions at MASC.

### ESSENTIAL QUALIFICATIONS:

- Post-secondary education in Marketing or Communications, or an equivalent combination of related education and experience may be considered.
- Experience with various marketing platforms, channels, and best practices for traditional, and digital marketing and advertising, including pay-per-click marketing campaigns.
- Experience with various social media platforms, specifically Twitter, Facebook, LinkedIn, and YouTube.
- Experience using Microsoft 365 (SharePoint, OneDrive, Word, Excel, Outlook, and PowerPoint) in a cloud-based environment.
- Ability to be creative with a flair for storytelling and content creation.
- Ability to manage multiple projects including excellent time management skills to coordinate various marketing activities with pressing deadlines and competing priorities.

### DESIRED QUALIFICATIONS:

- Knowledge of email software such as Brevo or MailChimp, is an asset.
- Knowledge of social media management software such as Hootsuite, is an asset.
- Knowledge of agriculture, is an asset.

### CONDITIONS OF EMPLOYMENT:

- Must be legally entitled to work in Canada.
- Must possess a valid driver's licence, access to a vehicle and the ability to travel within the Province of Manitoba.

**SALARY:** \$59,406 – 74,801 per annum (under review)

**CLOSING DATE:** **July 25, 2023**

**COMPETITION:** #2023-24-14

**APPLY IN WRITING TO:** MASC – Human Resources  
Unit 100 – 1525 First Street S.  
Brandon, MB R7A 7A1  
E-mail: [hr@masc.mb.ca](mailto:hr@masc.mb.ca)

*We believe diversity strengthens our ability to provide excellent customer service in a positive work environment. We encourage all to apply. Only those selected for further consideration will be contacted.*