

**Town of Caledon**

***make a difference***



**Job Title: Coordinator, Marketing (Permanent Full-Time)**

**Closing Date: January 27, 2025, 12PM**

Town of Caledon is a dynamic municipality that successfully balances urban, rural, and agricultural communities. Our energetic staff are guided by our core values that create an environment for continuous improvement and customer service excellence.

In addition to offering exciting career opportunities, the Town also provides a competitive and comprehensive total rewards package. Come see how you can ***make a difference***.

### **The Opportunity**

Reporting directly to the Manager, Business Attraction & investment, the Marketing Coordinator will lead the creation of marketing and communications materials to drive economic investment in Caledon. The Marketing Coordinator will promote Caledon as a premier destination for new investment regionally and internationally, build awareness of the Town's business support services, and celebrate the successes of the Town's growing economy through creative storytelling using digital and print strategies and tactics. As the Coordinator, Marketing, you will perform the following duties, including but not limited to:

- Design and execute marketing and communications strategies and tactics in partnership with Town Communications staff to advance the priorities of Caledon's economic development strategy, including promoting Caledon as a destination for business investment, growing awareness of available support programs, and showcasing the Town's growing economy.
- Develop a consistent voice and key messaging to inform economic development content creation.
- Create new digital and print materials to advance Division goals, including community and sector profiles, investment attraction videos, and pitch decks.
- Manage and update existing communications channels, including the Caledon Business website and eNewsletter to ensure accuracy of information is maintained and Caledon is well-positioned to service investment inquiries.
- Identify, recommend, and establish new digital and print communications channels to expand Division messaging reach and market Caledon regionally and internationally for new investment.
- Develop speaking notes, presentations, and press releases to support Division initiatives.
- Plan and coordinate annual events to promote business engagement and awareness of economic development services and investment opportunities in partnership with Division staff.
- Prepare and submit annual award submissions on behalf of the Business Attraction & Investment team.



6311 Old Church Road  
Caledon, ON L7C 1J6  
[www.caledon.ca](http://www.caledon.ca)

T. 905.584.2272 | 1.888.225.3366 | F. 905.584.4542

- Collect, measure, and report on metrics that effectively evaluate the impact of marketing and communication activities and campaigns.
- Perform additional duties and undertake special projects as assigned

### **The Ideal Candidate**

We are seeking a passionate professional with a post-secondary diploma in Communications, Public Relations, Marketing/Advertising, Business Administration, or a closely related field. Our ideal candidate has minimum three (3) years of related experience in public sector communications, marketing, or public relations, with project management experience being considered an asset. The ideal candidate has familiarity with economic development and placemaking marketing strategies, along with highly developed written communication skills with demonstrated experience leading content creation for a variety of print and digital media, including knowledge of CP Style and plain language.

The ideal candidate will have strong understanding of digital communication strategy and analytics. We are seeking an individual with superior communication skills, a demonstrated ability to meet deadlines, and excellent organization skills.

The successful candidate for Coordinator, Marketing will be required to work a flexible schedule, including in the office, remotely and after hours (as required).

This position offers a salary range of \$85,559.51 to \$106,949.39 plus a competitive benefit package.

*Satisfactory passing of a criminal record check, and proof of qualifications will be required of any successful candidate(s) for this position.*

*The Town is committed to diversity and inclusivity in employment and welcomes applications from qualified individuals of diverse backgrounds. The Town is an equal opportunity employer that is committed to an inclusive and barrier-free workplace. If your application requires accommodation, please contact People Services at (905) 584-2272 Ext. 4738.*

***Applications for this posting will be accepted until January 27, 2025, 12:00PM EST.***

### **How To Apply**

To learn more about employment with the Town of Caledon and to apply for this exciting and challenging opportunity, visit: [www.caledon.ca/careers](http://www.caledon.ca/careers)

If needed and upon request, this document can be made available in an alternative format.



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