



Proposed Start Date: March 2020	Job Title: Marketing & Communications Coordinator
Location: South Winnipeg, Manitoba	Hours: 37.50 (Full time) – weekday hours plus available for special events as required

The Dakota Community Centre – Jonathan Toews Sportsplex, located in south St. Vital in Winnipeg, is looking to employ an enthusiastic and hard-working Marketing & Communications Coordinator who is passionate about what they do and thrives on the opportunity to promote an awesome organization and its exciting array of programs and services for people of all ages and abilities.

Using the organization’s Mission Vision and Values as a the ‘north star’, the Marketing & Communications Coordinator will take the lead in raising the profile of DCC programs, events, fundraising and services through development and successful implementation of marketing and promotional strategies and opportunities. This will include the use of established and innovative tools and materials to enhance and encourage participation in programs and services available at the Centre, including growing the DCC website and social media accounts and ensuring they are an active and up to date source of connection to our vibrant Centre. This position will lead or provide essential support to projects, initiatives, fundraising and other Community Centre activities to improve programs, operations and services.

Key Roles and Responsibilities

- Under the direction of senior management, the Marketing & Communications Coordinator is responsible for developing and implementing all marketing & communications strategies for the Centre.
- Develop annual marketing/communications plans and schedules to ensure timeliness of communications and promotional activities.
- Oversee marketing of DCC programs and services, including in-house marketing materials, design of program guide and social media.
- Coordinating and overseeing the design and production of print materials for marketing/promotions.
- Responsible for maintaining DCC website, digital signage, advertising and sponsorship programs and ensure content is relevant and current.
- Provide marketing, promotions and communications support to new events and programs across departments.
- Plan, write and coordinate the production of bi-annual community newsletter and program guide
- Researching, planning, coordinating and supporting new events that align with our mission, and or liaising with Departments, project or system specialists to assess needs, develop practical project plans and implement those plans as required.

Qualifications

- Graduate of a recognized advance diploma or university degree program in Marketing and/or Communications, along with a minimum of two years of experience in a related role is preferred.
- Demonstrated experience in the development and implementation of innovative and effective marketing and communication strategies
- Strong written and oral communication skills with a keen sense of story gathering and telling
- A creative, positive, dynamic and innovative attitude and persona

- A combination of education and experience related to the job may be considered.
- Strong computer skills, ie proficient with MS Office (Word, Excel, Outlook, Power Point); Adobe products and content management software; MS Design Suite (InDesign, Photoshop etc.); Email Marketing Software (Constant Contact etc.) as well as popular and innovative social media tools (Facebook; Twitter; Instagram etc.);
- Ability to take Photos/Video and edit for a variety of applications, utilizing appropriate software
- Must be willing to supply and/or submit to Criminal Record and/or Child Abuse Registry checks

How to apply:

We invite interested people to apply by **March 16, 2020**. Please e-mail your cover letter and resume to Jody Wreggit at HR@dakotacc.com or drop off at the Fieldhouse front desk.

Benefits of Working at Dakota Community Centre

Our objective is to provide our employees with a safe and healthy workplace. We seek diversity in our workplace and foster a place of service to the community.

The Centre is on a major bus route for easy access and/offers free parking and a vibrant team atmosphere.

About Dakota Community Centre Inc.

With our Mission of being ***a gathering place providing excellence in sport and recreation for everyone***, Dakota Community Centre is one of the largest and most successful community centre operations in the City of Winnipeg. Serving nearly 12,000 households in South St. Vital for more than 30 years, Dakota CC offers a broad range of sport and recreation programs for catchment area members and beyond. In addition to the current ***Jonathan Toews Sportsplex***, which includes a twin ice pad, gymnasium, office space and other multipurpose space, the brand new 60,000 sq.ft., multipurpose Dakota Fieldhouse was officially opened on October 12, 2017.