

## **CSA - Coordinator, Marketing and Communications**

### **Description:**

Under the direction of the CSA National Coordinator and Chair, the Coordinator, Marketing and Communications, plays an integral role in managing the CSA's brand and communicating the organization's work to internal and external stakeholders. This includes overseeing the tactical execution of CSA's ongoing marketing initiatives, including brand management, advertising, marketing campaigns, e-communications initiatives, special projects and events, management of the CSA website, newsletter and membership communications, media relations, social media and general marketing initiatives. The Coordinator is accountable for building and maintaining long lasting, mutually beneficial relationships with external partners and the media that will result in a positive CSA image. This role leads the team responsible for the creative process, including concept development, production, web and social media content, and media selection / publicity. The Coordinator, Marketing and Communications will also serve to increase outreach and effectively positioning the CSA as a champion for people who stutter and a leading resource on stuttering in Canada.

### **Job functions:**

- **Develop external communications and marketing plans**
  - Develop strategic marketing plans to grow CSA's presence in communities across Canada
  - Develop communications plans for CSA's annual conference and other key events and initiatives
  - Set goals and objectives for all marketing plans and initiatives
- **Lead membership communications and development efforts**
  - Lead membership development committee
  - Develop communications plan to engage CSA members across the country
  - Develop plan to grow CSA's member base
  - Lead continued development of CSA's monthly newsletter
  - Proof and edit newsletter when required
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- **Lead management of CSA's website and social media networks**
  - Work with the Website Manager and the website development committee to maintain CSA website as the face of the CSA
  - Develop and maintain editorial and content calendar for CSA's digital vehicles
  - Surface compelling stories that communicate the impact of the CSA in the community
  
- **Lead branding and development on all marketing materials**
  - Develop branding strategies and guidelines for marketing materials, including posters, flyers and images
  - Lead the committee(s) responsible for the creative process, including concept development, testing, production, media selection / publicity, execution and evaluation.
  - Ensure all marketing materials (print and online) effectively communicate CSA positioning and benefits according to CSA's brand standards and marketing plan, and ensures the cost-effective execution of marketing and advertising campaigns.
  - Work in collaboration with the CSA Board of Directors to leverage our brand and to achieve promotional synergies and maintain positive ongoing media relations and marketing opportunities.
  - Proofread marketing delivers when necessary
  
- **Identify opportunities for thought leadership**
  - Identify and source areas for CSA to expand its reach and presence
  
- **Build and maintain relationships with local and national media**
  - Build and maintain positive rapport with the media. Maximizes positive news coverage of the CSA and ensures the production and distribution of professional news releases and the availability of spokespersons that are appropriate to speak on behalf of CSA.
  - Promote CSA events and initiatives through press releases and media alerts
  - Pitch stories to local and national media when necessary to increase CSA's awareness in the community and media presence
  - Serve as CSA spokesperson when needed

## Preferred Qualifications

Progressive experience in marketing and communications.

- Exceptional communication and presentation skills.
- Solid team building, facilitation and conflict management skills.
- Strong bias for action, excellent organization, critical thinking and negotiating skills.
- Strong relationships with the local media.
- Proven success in building relationships in the community.
- Experience with e-communications and social networking preferred.
- Excellent computer skills including Microsoft Word, Excel, PowerPoint, graphic and web.