

Job Title: Marketing Specialist

Number of weeks: 8

Hours per week: 35

Hourly pay: \$16.55

This position is funded by Employment and Social Development Canada through the Canada Summer Jobs program

Summary

The Marketing Specialist shall be responsible for Marketing Muslim Advisory Council of Canada to ensure the successful execution of marketing strategies. The Specialist will be accountable for the timely execution of Sales and Marketing initiative, execution and schedules that deliver the right communication, and help deliver the right product to market, at prices that will attract purchasers and meets or exceeds sales and profit targets while improving the company's competitive position in the marketplace.

Core Competencies

Customer Focus

Communication

Engaging and Energetic

High Stress Threshold

Teamwork

Quality Orientation

Time Management

Adaptability / Flexibility

Creative and Innovative Thinking

Planning and Organizing

Maintaining Software

Problem Solving

Result Focus

Accountability and Dependability

Ethics and Integrity

Providing Consultation

Leadership

Development and Continual Learning

Marketing

Specific Tasks & Responsibilities:

Market Analysis and Strategy

- Conduct thorough market research to identify trends, opportunities, and competitor activities in both Canada, US and the UK

- Develop comprehensive marketing strategies aligned with organizational goals for all segments
- Accountable for working with the Director of Operations to create project schedules and ensure the timely execution while liaising with external resources.

Sales Agency Collaboration

- Analyze sales data and feedback to refine strategies for each segment on a weekly basis.
- Accountable for the set up, and presentation of programs to donors and external stakeholders
- Produce, proof, and maintain appropriate sales materials (pricing sheets, spec sheets, discount sheets, schedule of features, agreements etc).

Digital Campaign Management

- Plan, execute, and optimize digital marketing campaigns across various platforms, addressing the specific needs of both property types.
- Utilize expertise for email marketing automation, ensuring campaigns resonate with the target audiences
- Ensures websites are up to date

Social Media Management

- Oversee social media channels to enhance brand visibility and engagement, tailoring content to the interests of audiences in both sectors.
- Ensure the Branding Guidelines are adhered to while maintaining consistency across all channels
- works closely with social media coordinator to ensure content is on brand

Branded Materials and Consistency

- Support all departments with the creation of branded materials as required to maintain consistency across projects.
- Uphold our communication channels and materials, reflecting the unique attributes of each property type.

Job Requirements:

- Minimum 2-3 years sales and marketing experience in the not for profit sector
- Degree/diploma/certificate in Marketing, Communications Business, Advertising, or a related field, with a focus on Marketing is preferred.
- Strong proficiency in Microsoft Office: Word, Excel, and PowerPoint. The ideal candidate will be familiar with Canva, Adobe Illustrator, InDesign, Photoshop, Squarespace, Buffer, Bloomerang, or other web content management systems.
- Experience working with social media management tools (Meta Business Suite, Sprout Social, Google, etc.) is an asset.
- Experience working with CRM software and email marketing, such as Bloomerang



- Ability to set priorities, meet deadlines and manage many projects simultaneously