



Job Title: Communications Coordinator

Division: Sales and Services

Department: Marketing

Responsible To: Marketing and Communications Manager

Role Summary

The Communications Coordinator is responsible for aiding in the implementation of all Friday Harbour marketing communication strategies through various media including print, digital, web, e-mail, social media and marketing and public relations. This position will assist in designing enhancements to and development of marketing communication programs to promote Friday Harbour and its services. All communication will maintain the brand integrity of Friday Harbour and strategically position Friday Harbour as a world class resort.

Responsibilities

- Working with the Marketing and Communications team, create communications to inform homeowners and members of key information fostering and maintaining a sense of belonging within the community
- Together with the Marketing and Communications Officer create communications for leisure customers to build loyalty and attract new visitors
- Assist with maintaining social media communications, both reactive and pro-active, including, but not limited to, Facebook, Instagram and Twitter
- Build and maintain a resort proprietary e-mail database
- Responsible for creating the communication for promoting special events throughout the year
- Design collateral to promote offerings and services
- Maintain a current collection of all media exposure, advertisements and awards
- Promote brand initiatives consistent with business goals and objectives
- Provide market research supporting any trends in communications
- Monitor various social media sites and online publications
- Provide market research supporting any suggestions of communication initiatives
- Provide editing services to ensure that all communications are appropriately worded both in grammar and in content
- Build and maintain communication templates
- Assist with ensuring all products, services and other offerings conform to brand identity
- Conduct ongoing brand management
- Ensure that all materials are developed and distributed according to timelines
- Support the marketing and communications team with administrative tasks and projects
- Compliance with all safety regulations of assigned tasks, and ensure a clean and safe working environment with active participation in the health and safety program
- Adhere to all environmental policies and programs as required
- Other duties as assigned

Competencies

- Business acumen and positive mindset



FRIDAY HARBOUR™
All Seasons Resort

- Communication/logistics management
- Organizational effectiveness
- Results oriented relationship builder
- Independent but collaborative when necessary

Characteristics

- High energy, passionate and resilient
- Game changer/high impact team player/unfazed by change or adversity
- Humble and good sense of humour
- Executive maturity, professionalism and presence
- Smart, courageous, leader

Requirements

- Post-secondary education in communications, marketing or equivalent experience
- Minimum 2 years of work experience including corporate communications, original writing and editing and public relations
- Experience with Screenscape considered an asset
- Working knowledge of Adobe Creative Suite, specifically Adobe Illustrator and Adobe Photoshop
- Knowledge of HTML and email design an asset
- Experience with TravelClick an asset
- Strong portfolio of writing samples
- Direct experience with graphic design, web page and other marketing-related software tools
- In depth knowledge and understanding of social media platforms
- Must be computer literate. Preferred candidate will have previous experience with desktop publishing and Microsoft PowerPoint, Word and Excel
- Strong verbal and written communication skills
- Detail-oriented and works with a high degree of accuracy
- Ability to multi-task in a fast-paced environment
- Must be extremely responsible with integrity and ability to maintain confidentiality and discretion

Working Conditions

- Must be able to work flexible hours including evenings, weekends and holidays
- Required to move, lift, carry, pull and place objects weighing less than or equal to 25 pounds without assistance
- Stand, sit or walk for an extended period of time or for an entire shift
- Reach overhead and below the knees, including bending, twisting and pulling

Friday Harbour is an equal opportunity employer committed to hiring a diverse workforce. Friday Harbour is also committed to providing accommodations for people with disabilities. Upon request by the applicant, accommodation will be provided in all parts of the hiring process. Please contact the Human Resources department with any accommodation requests.