



## **CLEAR HILLS COUNTY**

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Job Opportunity: **Marketing & Economic Coordinator**

Position Title: Marketing & Economic Coordinator

Company: Clear Hills County

Location: Worsley, AB, Canada

Job Type: Full-time

### **Job Overview:**

Clear Hills County is seeking a dedicated and experienced individual to join our team as a Marketing & Economic Coordinator. In this role, you will be responsible for planning, organizing, and executing a wide range of community events in the municipality. Additionally, you will play a vital role in marketing Clear Hills County programs and events, managing digital content, and supporting economic development initiatives.

### **Key Responsibilities:**

#### Event Execution:

1. Plan and coordinate municipal events from start to finish, including logistics, permits, marketing, and vendor coordination.
2. Collaborate with Council, departments, and external partners to ensure efficient and effective event execution.
3. Develop event budgets and track expenses for financial accountability.
4. Coordinate volunteers and oversee event staffing for smooth operations.
5. Serve as the primary point of contact for vendors, sponsors, and community partners, maintaining positive relationships.
6. Ensure events adhere to municipal policies, regulations, and safety guidelines.
7. Evaluate event success and provide recommendations for future improvements.
8. Compose and/or edit speeches and media releases for various occasions and purposes.
9. Facilitate public events and prepare presentations as needed.
10. Coordinate public engagement and recognition programs.

#### Marketing:

1. Design, develop, and implement digital content across various online platforms, including the county's intranet, website, social media, and e-newsletter.
2. Develop and implement marketing strategies to promote events and enhance the quality of life for residents.
3. Audit and update website content for reliability, accuracy, relevancy, and usability.
4. Ensure consistency and alignment with the Clear Hills County brand identity across all marketing touchpoints.
5. Act as a Brand Ambassador for Clear Hills County, maintaining brand integrity.



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### **Economic Development:**

1. Research and investigate economic development strategies based on Council's Economic Development Committee outcomes.
2. Track and share Council's Economic Development Committee initiatives and outcomes.
3. Act as a liaison between local businesses and the public, fostering economic development within Clear Hills County.

### **Preferred Qualifications:**

#### **Knowledge, Abilities, Education, and Experience:**

1. Exceptional written and verbal communication and interpersonal skills. Proven ability to design, develop, and implement written content, images, and videos across various digital channels.
2. Strong ability to handle frequent and multiple demands, requiring mental focus and adaptability.
3. Experience in event planning, execution, budgeting, and tracking.
4. Ability to create digital media content, including audio, photos, and videos. Familiarity with desktop publishing tools and video/audio editing software
5. Proficiency in website content management systems, online marketing, and social media. Experience utilizing tools to measure the impact of marketing, advertising, communication, and digital content.
6. Knowledge of public relations and marketing principles, develop and prepare speeches, briefings, and other related correspondence in a professional and credible manner.
7. Demonstrated ability to provide leadership, direction, support, and work both independently and collaboratively to internal and external stakeholders.
8. Experience working in a municipal, environmental, or public sector is an asset.
9. Knowledge of municipal policies, regulations, and safety guidelines related to event planning.
10. Ability to work flexible hours, including occasional evenings and weekends.

#### **To apply for the position, please submit the following documents:**

1. Resume
2. Cover letter
3. PDF/Web portfolio displaying your relevant work (visual or written examples demonstrating your experience)

Please send your application to: Allan Rowe, Chief Administrative Officer Clear Hills County 313 Alberta Avenue, Box 240 Worsley, AB T0H 3W0 Or Email to: [allan@clearhillscounty.ab.ca](mailto:allan@clearhillscounty.ab.ca)

Note: We appreciate all applicants for their interest, but only those selected for an interview will be contacted.

Join Clear Hills County and contribute to the vibrant community. We look forward to reviewing your application!