

DIGITAL COMMUNICATIONS COORDINATOR

PRIMARY FUNCTION:

We are looking for a Digital Communications Coordinator (DCC) to join our Marketing team. If you are a dynamic content creator, passionate about design, and enthusiastic about making good things even better, then you'll fit right in!

In this role, you will design, develop and distribute content for a variety of audiences. You will be responsible for producing and delivering approved content on behalf of the team, creating materials that communicate our firm's message and brand image, as well as directly supporting business development and PR/media initiatives.

We are looking for a DCC that is a resourceful professional, understands the importance of brand reputation management, and lives and breathes digital content. If working with content management systems, social media platforms, newsletter/ mailing list programs, and design/layout tools gets you excited, then we'd like to hear from you!

EXPERIENCE:

- Bachelor's degree in Marketing/Communications or related field.
- Certificate or degree in Graphic Design or Visual Media studies
- 3-5 years of experience in a related field (ideally in Interior Design or Architecture)
- Has a natural proficiency in digital platforms, such as:
 - Familiarity with content management systems for managing apps or websites;
 - Experience using social media platforms in a professional context (e.g. Instagram and Facebook publishing tools such as page manager, creator studio, insights and their equivalents on other services like LinkedIn and Twitter);
 - Working knowledge of Google Analytics.
- Proficiency in graphic design and/or layout design and/or knowledge of programs such as Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat) and/or Canva;
- Proficiency in Microsoft Office Suite, including Word, Excel, PowerPoint and Outlook;
- Knowledge of HTML an asset;
- Interest in and knowledge about the industry and language of Interior Design/Architecture
- Ability to use Adobe Premiere Pro, Lightroom or other photo/video editing tools an asset
- Outstanding graphic and visual presentation skills
- Exceptional verbal communication skills
- Ability to focus on multiple projects simultaneously
- Strong collaboration, communication and organizational skills
- Ambitious self-starter with a get-it-done attitude who strives for results and performs well under pressure
- Strong networking skills; enjoys engaging with clients and the industry through various events and organizations on behalf of II BY IV DESIGN and REPUBLIC of II BY IV.
- Willingness to accommodate atypical schedules surrounding deadlines
- Enthusiastic, positive and upbeat personality is a must

MAJOR RESPONSIBILITIES & TASKS

This position's responsibilities include but are not limited to the following items:

CONTENT CREATION, DEVELOPMENT, AND PLANNING

- Design, draft copy, build, and publish quality content on a range of corporate digital platforms and corporate social networks, including (but not limited to) newsletter platforms, corporate social media channels, websites and other approved digital platforms;
- Inserts content into approved website/newsletter templates and formats/optimizes according to brand style guide and principles of good layout design;
- Create visual marketing materials that include but are not limited to: editing professional photography and renderings, adjust lighting and objects in photos, curate photo collections to create visual stories; edit and create print ready marketing documents; edit and create video assets for select projects.
- Collaborates with external agencies and consultants as required;
- Develops a regular content schedule and manage content, graphics, and images for publishing across corporate digital and social media platforms;
- Contributes to content planning and scheduling meetings/discussions.
- Assist in managing charitable promotion initiatives
- Assist with on-site direction for project photo shoots
- Participate in the preparation of press releases, articles, blog and social networking posts and other promotional material;
- Communicate and collaborate proactively with Marketing and Design colleagues, Partners, and Finance on assigned initiatives as applicable;
- Direct experience managing content updates in WordPress,
- Assist in the preparation of presentations for new project interviews, client pitches, and other initiatives, as well as internal Quarterly Town Halls and monthly updates.

RESEARCH, MONITORING, COMMUNICATION, AND REPORTING

- Become familiar with II BY IV DESIGN and REPUBLIC of II BY IV's portfolio of work, practice areas and firm capabilities;
- Manage the CRM system for existing and prospective clients;
- Prepare and organize marketing materials to support business development initiatives
- Write compelling creative copy for award submissions, project case studies, monthly newsletters, proposals, media/press articles, and social media, adapting material to suit specific projects and audiences;
- Assist in developing market research and gathering intel to gain a competitive advantage
- Managing content schedule across digital platforms and social networks, tracking insights/analytics and engagement metrics to further our reach online;
- Identifying new social media trends and incorporating tactics in campaign planning;
- Conducting regular monitoring and preparing reports
- Provides trend reporting and analysis and makes recommendations as required;
- Review marketing collateral to ensure error-free delivery;
- Research and develop submission content for award/competitions, managing multiple deadlines and submissions simultaneously.

CORE SKILLS

Team and Partner Focus: Focuses on and anticipates marketing team needs; responsive to internal requests and thinks ahead

Detail Focus: Meticulous, ensures tasks are completed fully and accurately; does not leave “loose ends”; orderly approach; documents activities fully; methodical approach to problem solving

Drive and Energy: Has inner drive, not dependent on others; Goes beyond specific requirements of the task or role; Seeks opportunities to “stretch” capabilities; Delivers beyond expectations; Bias for action

Initiative: Makes things happen; Initiates change and improvement; Catalyst; Pro-active

Accepts Accountability: Takes personal accountability for driving and delivering results and achieving outcomes; gets on with it

Emotional Intelligence: Well-balanced emotionally, able to access and regulate emotions productively; Mature outlook; Self-aware – understands own capabilities and limitations; “Comfortable in own skin”; Aware of own impact on others; Seeks assistance and support when necessary

Networking: Understands the power of developing and maintaining a network of relationships to achieve goals; Contributes and shares information for mutual (longer term) gain; Uses networks well; Builds strong partnerships internally and externally

Resilience: Maintains perspective, a positive outlook and effectiveness when under pressure; Uses specific strategies to assist self and others to cope, including humour, prioritizing, adjusting resourcing of key tasks; deals effectively with challenge and obstacles

Persuasiveness: Presents ideas and arguments convincingly to persuade others to follow; can conceive/pursue sophisticated/subtle strategies to achieve influence in complex environments

Communication: Ability to manage expectations. If unclear, always takes initiative to clarify wants and needs. Willingness to ask questions and not make assumptions.

CORE VALUES & BEHAVIOURS

- Work collaboratively with the II BY IV DESIGN team to live the company values in a manner that generates excitement, enthusiasm, alignment and commitment to action consistent with the external brand identity
- Offer feedback that supports the growth and development of team members
- Share insights and learning
- Consistently operate as a role model for appropriate and professional behaviours
- Take on challenging conversations as required
- Be highly inclusive and welcoming, taking on actions that support and help develop a positive studio culture
- Foster a culture that promotes ethical practices, passion and encourages individual integrity, accountability and responsibility
- Generate a clean and organized work environment

CONFIDENTIALITY

Both during employment and after, employees of the firm will not disclose confidential and proprietary information learned during the course of their employment unless disclosure is required by law. Please refer to the Employment Contract and the Employee Handbook for further clarification