

MARKETING & COMMUNICATIONS COORDINATOR

PRIMARY FUNCTION:

We are looking for a Marketing Coordinator to join our team. If you are a dynamic content creator, passionate about design, and enthusiastic about storytelling, 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 to help execute our marketing and social strategy, 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 Marketing Coordinator that is a resourceful professional, understands the importance of brand reputation management, and lives and breathes digital content. If telling creative stories gets you excited, then we'd like to hear from you!

EXPERIENCE:

- Bachelor's degree in Marketing/Communications or related field;
- 3-5 years of experience in a related field (Interior Design or Architecture will be considered an asset);
- Must have at least one year of experience creating social video/photo/editorial content;
- Experience with social media advertising is a plus;
- Has a natural proficiency storytelling on 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, LinkedIn and Facebook);
 - Working knowledge of Google Analytics.
- Strong abilities in graphic design and/or layout design and/or knowledge of programs such as Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat) and Canva;
- Proficiency in Microsoft Office Suite, including Word, Excel, PowerPoint and Outlook;
- 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;
- A keen eye for detail and editorial style, with outstanding visual presentation skills is a must;
- Exceptional verbal communication skills, grammar and spelling;
- Ability to focus on multiple projects and deadlines simultaneously;
- Strong time management, collaboration, communication, planning, and organizational skills;
- Ambitious self-starter with a get-it-done attitude who strives for results, works effectively, and performs well under pressure;
- In tune with the greater societal and cultural narratives and takes interest in arts and culture;
- 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;
- 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, and publish content across digital platforms (newsletters, website, social media), ensuring alignment with brand standards.
- Create visual marketing assets (photo/video editing, layouts, print-ready docs, renderings).
- Collaborate with the Director of Marketing to develop compelling written copy for campaigns, awards, proposals, and media.
- Research, plan, and prepare award submissions, coordinating schedules, writing content, and managing multiple deadlines;
- Develops a regular content schedule and manages content, graphics, and images for publishing across corporate digital and social media platforms;
- Contributes to content planning and scheduling meetings/discussions;
- Prepare press releases, articles, blog and social networking posts and other promotional material;
- Support PR initiatives by drafting press releases and pitches, maintaining media lists, tracking outreach, and coordinating with journalists and agencies.
- 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 planning and coordinating sponsorships, trade shows, and industry events (logistics, collateral, follow-ups);
- Conduct ongoing market and competitive research, producing intelligence reports that track industry news, development announcements, and competitor activity to support strategic planning;
- Oversee select marketing initiatives to support the Director's workload and drive team efficiency.
- Assist (and take on where required) 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;
- Prepare and organize marketing materials to support business development initiatives;
- Working with the Director of Marketing, 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;
- Present all award and marketing updates to the studio;
- 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.

Takes Initiative and Accepts Accountability: Makes things happen; Initiates change and improvement; Catalyst; Pro-active to support the success of the team and understands the value of their individual contribution to a team environment. Takes personal accountability for driving and delivering results and achieving outcomes.

Strong Attention to Detail: Has an eye for graphic design principles, catching visual discrepancies and spelling errors.

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 relationships 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;
- 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 actions to support 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