



✉ [WWW.TWOSE.CA](http://WWW.TWOSE.CA)

📍 11211 142 STREET NW  
EDMONTON, AB T5M 4A1

☎ 780-452-9100

POSTING NO.: ESSF 1546

AFFILIATION: CSU52

**The Edmonton Space & Science Foundation  
Marketing & Communications Coordinator  
Full-Time**

*The TELUS World of Science – Edmonton's (TWOSE) mission is to: Ignite curiosity. Inspire discovery. Celebrate science. Change lives. Located in Treaty Six Territory, we are the destination to engage Albertans' hearts and minds in science.*

*TWOSE is committed to diversity, equity, and inclusion. We encourage Indigenous peoples, persons living with disability, sexual and gender minorities, women and members of all minority groups to apply. All qualified candidates are encouraged to apply.*

**POSITION SUMMARY:**

Under the direction and supervision of the Senior Manager, Marketing & Communications, this position is responsible for supporting effective marketing and communications activities of TELUS World of Science – Edmonton. This includes participating in the development, implementation and evaluation of communication and web content initiatives, strategies and plans that support the objectives of the organization.

**DUTIES AND RESPONSIBILITIES:**

- Coordinate & implement marketing initiatives to generate attendance and increase public awareness of the organization.
  - Assist in development, implementation and evaluation of communication and media relations initiatives, strategies, and tactics.
  - Develop content for communication pieces including presentations, news releases, e-newsletters, speeches, website content, social media, collateral material, marketing campaigns, digital monitors, theatre preshow and other communication initiatives as assigned.
  - Monitor and report on all marketing initiatives including off-line/on-line marketing programs and social media activities.
  - Brand management - ensure proper use of logos and brand guidelines.
  - Updates to internal and external communication channels such as website, social media, partner associations, intranet, electronic signs, portable signs, and information stations throughout the facility.
  - Liaison to graphic houses, printers, freelance talent, and various marketing services.
  - Assist with the coordination, implementation, and maintenance of Google On-line Ad Campaigns.
- Participate in planning and implementation of continuous refinement and development of on-line/off-line brand & presence using a variety of marketing techniques.
- Assist with website management which includes working with external partners and internal resources.

LAT 53° 33' 40" N LON 113° 33' 50" W

- Assist with media relations – including coordinate interviews, creation and distribution of media releases, development of media kits, pitching story ideas to the media, and tracking and monitoring coverage.
- Assist with market and industry research – including creating, conducting, and evaluating survey results.
- Assist with the development, coordination and execution of TELUS World of Science – Edmonton special events, product launches and tradeshow, including representing TELUS World of Science – Edmonton at these events as required.
- Other duties as required.

### **QUALIFICATIONS:**

#### **Knowledge and Abilities:**

- Excellent understanding and working knowledge of communication strategies including traditional, on-line, and social media.
- Graphic design skills and an eye for aesthetics in presentation materials.
- Some basic graphic and video editing, photoshop and iMovie skills.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Proven ability to prepare marketing proposals and communication plans with a blend of focused research, strategy and creativity.
- Outstanding written and verbal communication skills.
- Requires a strong ability to build professional and productive relationships with colleagues, clients, and stakeholders, including working with diverse groups to engage and develop consensus.
- Energetic, self-motivated, and results oriented.
- Proven team player who is both flexible and adaptable.
- Strong attention to detail.

#### **Education:**

- Post-secondary Marketing and/or Public Relations diploma or degree.
- Minimum of two years' experience in marketing and/or public relations.
- Experience with search engine optimization, on-line advertising, and other Web-focused initiatives would be an asset.
- An equivalent combination of education/experience may be considered.

**Note:** A clean Police Information Check including the vulnerable sector is a condition of employment for successful candidates. The check must be completed prior to commencement of work and is the financial responsibility of the candidate.

**COVID-19 Notice:** TELUS World of Science - Edmonton has implemented a COVID-19 Vaccination Policy. Employees must be fully vaccinated against COVID-19 and provide proof of vaccination. Please note that this policy applies to all employees, including new hires, and



✉ [WWW.TWOSE.CA](http://WWW.TWOSE.CA)

📍 11211 142 STREET NW  
EDMONTON, AB T5M 4A1

📞 780-452-9100

volunteers. If your application is successful, you will be asked to provide proof of vaccination or request an exemption.

**Salary:** FT150: \$52,303.66-\$65,475.27 annually, as per the 2017-2022 Collective Agreement between CSU 52 and the Foundation.

**Hours of work:** 75 hours bi-weekly – this position requires a flexible work schedule. Evenings and weekends may be required.

**Opening Date:** October 18, 2021

**Closing Date:** October 25, 2021

**How to Apply:** [hr@twose.ca](mailto:hr@twose.ca)

**Please include cover letter and resume in one document.**

**We thank all applicants and advise that only those selected for an interview will be contacted**

LAT 53° 33' 40" N LON 113° 33' 50" W