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📍 11211 142 STREET NW  
EDMONTON, AB T5M 4A1

☎ 780-452-9100

POSTING NO.: ESSF 1753

AFFILIATION: CSU52

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

*The TELUS World of Science – Edmonton’s (TWOSE) mission is to be a catalyst for lifelong learning, creating a community of curious minds through immersive experiences and connections with the wonders of science. Located in Treaty Six Territory, we are the trusted hub of science engagement for all, pushing boundaries and igniting curiosity.*

*We take pride in building a culture that is diverse, equitable, and inclusive. Science is for everyone, and the Science Centre team is as diverse as our guests. We encourage Black, Indigenous, and racialized peoples, persons living with disability and neurodiversity, women, sexual and gender minorities, and members of all minority groups to apply.*

*Be part of an organization that values diverse perspectives, identities, abilities, and expressions. From cosmic discoveries through telescopes to ‘Aha!’ moments under microscopes, join the Science Centre as we celebrate the endless possibilities of science for the next 40 years!*

### **POSITION SUMMARY:**

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

### **DUTIES AND RESPONSIBILITIES:**

The Marketing and Communications Coordinator will:

- Coordinate, develop, and implement marketing initiatives for their assigned portfolio items in order to generate attendance and increase public awareness.
- Assist in development, implementation and evaluation of communication initiatives, strategies, and tactics.
- Develop content for communication pieces including presentations, e-newsletters, speeches, website content, social media, collateral material, marketing campaigns, digital monitors, theatre preshow and other communication initiatives as assigned.
- Assist with graphic design work, including: reproducing existing established artwork for various outputs that elevate TWOSE’s brand and visual identity, developing original creative for various science centre initiatives, creating engaging digital graphics and content for web, social media, and other digital platforms, liaising with graphic houses, printers, freelance talent, and various marketing services.

LAT 53° 33’ 40” N LON 113° 33’ 50” W

- Assist with media relations, including coordination of interviews, creation and distribution of media releases, development of media kits, story pitches, and tracking and monitoring of media coverage.
- Assist with the coordination, implementation, and maintenance of Google online ad campaigns, in partnership with the Digital Marketing Specialist.
- Monitor and report on all marketing initiatives assigned 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.
- 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.
- Assist with market and industry research – including creating, conducting, and evaluating data/results.
- Collaborate with a variety of internal teams and external partners to coordinate and execute marketing-led events, ensuring seamless delivery and audience engagement.
- Other duties as required.

### **QUALIFICATIONS:**

#### Knowledge and Abilities:

- Excellent understanding and working knowledge of communication strategies including traditional, on-line, and social media.
- Proven ability to prepare marketing proposals and communication plans with a blend of focused research, strategy, and creativity.
- Graphic design skills and an eye for aesthetics in presentation materials
- Event Planning
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Outstanding written and verbal communication skills
- Energetic, self-motivated, and results-oriented
- Proven team player who is both flexible and adaptable
- Strong attention to detail

#### Education and Experience:

- Post-Secondary Marketing diploma or degree
- Graphic Design education or experience is an asset
- Minimum of two years experience in marketing
- Experience with search engine optimization, on-line advertising, and other web-focused initiatives would be an asset



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- 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.

**Salary:** \$54,463.50 – 67,126.65 annually based on 2023-2024 Collective Agreement (FT150).

**Hours of Work:** 75 hours biweekly, Monday through Friday, with the ability to work evenings and weekends as required.

**Opening Date:** January 13, 2025

**Closing Date:** January 20, 2025

**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.**

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