

Marketing Coordinator (Bilingual preferred – French/English)

The Centre for Excellence in Mining Innovation (CEMI) is undertaking the Mining Innovation Commercialization Accelerator Network (MICA), building a national ecosystem as a network of collaborative regional networks.

The MICA mandate is to:

- Connect Regional Mining Clusters to Cross-Sector Innovation Centres across the country
- Create a National Network to commercialize innovations into the mining industry
- Utilize the Canadian advantage of SME-based innovations to create a national mining technology ecosystem

The Role

We are seeking a creative and detailed Marketing Coordinator to join our team and play a crucial role in communicating with our network of companies, funders, and other stakeholders. The successful candidate will be responsible for developing and executing strategic marketing initiatives, with a primary focus on creating compelling written content for newsletters, press releases, social platforms, and email communications. Support planning, organizing, and executing events will also be a key activity undertaken by the Marketing Coordinator.

The Responsibilities

- Develop engaging and informative newsletters, press releases, and email communications to highlight the MICA Network's achievements, updates, and innovations.
- Ensure messaging consistency across all communication channels and tailor content to the interests of different stakeholders.
- Work with internal teams for content insight and maintain strong, timely communication with network members.
- Foster media relations to secure coverage for the network's initiatives and successes.
- Partner with the events team to effectively market accelerator programs, workshops, and other industry events, creating promotional materials to boost attendance and engagement.
- Produce press releases and media kits to enhance the organization's visibility.
- Monitor marketing initiatives' performance, providing analysis and data-driven recommendations for optimization.
- Participate in the planning, organizing, and execution of events (Conferences, Trade Shows, Webinars etc.)
- Undertake other tasks as required, ensuring the organization's objectives are met.

Qualifications and Skills

- Diploma or Degree in Communications, Marketing, or a related field
- Minimum 5 years of proven experience in marketing roles with a focus on content development and stakeholder communication.
- Proven working experience in social media marketing or as a Digital Media Specialist
- Proficient with Microsoft software programs including Word, Excel and Adobe Creative Cloud or equivalent digital media.
- Effective communication skills including verbal, written and presentation skills.
- Proven ability to work effectively and show initiative both independently and in a team-based environment.
- Demonstrated willingness to be flexible and adaptable to changing priorities.
- Diligent with strong organizational skills.
- Continual improvement and innovative mindset.
- Bilingual in French/English (written and spoken) preferred – Fluency in English is essential.

Please submit your resume and cover letter in confidence via email to info@cemi.ca by **Friday, April 26, 2024**.

Note that only those selected for an interview will be contacted.

CEMI is committed to equity in employment and encourages applications from all qualified applicants including women, aboriginal people, members of visible minorities, and persons with disabilities.

Managed by the Centre for Excellence in Mining Innovation

