



## **MARKETING COORDINATOR**

GENESIS CENTRE | CALGARY, AB  
FULL-TIME, PERMANENT

### **About the Role**

Genesis Centre is seeking a creative, organized, and community-driven Marketing Coordinator to join our team. This role plays a key part in telling our story, engaging diverse communities, and promoting the programs, services, and events that make our facility a hub for connection and wellbeing. You'll support marketing strategy, content creation, graphic design, digital campaigns, and on-site activations. If you're someone who thrives in a fast-paced environment, loves blending creativity with structure, and enjoys working both behind the scenes and in the community — this role is for you.

### **What You'll Do**

#### ***Marketing & Communications***

- Create, schedule, and manage content across social media platforms (posts, stories, reels, short-form video)
- Film and edit video content using Adobe Premiere Pro
- Build and distribute email campaigns through Mailchimp (newsletters, announcements)
- Support campaign planning: targeting, channel selection, budgets, and execution
- Collaborate with Guest Experience & Business Development teams on promotions and growth initiatives
- Manage paid advertising campaigns (Google Ads)
- Design and administer surveys (SurveyMonkey) and report insights
- Represent Genesis Centre at community activations, events, and festivals
- Capture high-quality photography of programs, events, and facility spaces

#### ***Graphic & Digital Design***

- Design print and digital assets using Canva & Adobe Creative Suite
- Produce print-ready materials in InDesign (brochures, annual reports, business cards)
- Maintain website content in WordPress
- Support SEO best practices and monitor performance via Google Analytics
- Proactively improve website UX, accessibility, and design

#### ***Collaboration & Event Support***

- Provide marketing/design support to client and partner projects
- Assist with event promotion, logistics, and on-site support

## What We're Looking For

- Post-secondary education preferred (Marketing, Communications, Design, or related field)
- Strong writing, visual design, and content creation skills
- Experience with:
  - Canva
  - Adobe Creative Suite (Photoshop, InDesign, Premiere Pro)
  - Mailchimp
  - WordPress
  - Google Analytics
- Comfortable working independently and collaboratively
- Ability to manage multiple projects and deadlines
- Willingness to work flexible hours for events
- Physically able to lift up to 50 lbs and move equipment
- Required prior to start date:
  - Standard First Aid / CPR
  - Police Background Check

## Employment Details

- Salary: \$50,000 – \$60,000 (based on experience)
- Hours: Monday–Friday, 9:00 AM – 5:00 PM
- Some evenings/weekends for special events
- Start Date: As soon as possible
- Perks:
  - ✓ Free NECCS family facility pass
  - ✓ Free on-site parking
  - ✓ Steps from C-Train
  - ✓ Work in a purpose-driven, community-focused environment

## Why Work With Us?

Genesis Centre is more than a workplace — it's a community hub. You'll contribute to meaningful programs, work with diverse populations, and help shape how we connect with Calgary's northeast communities.

## How to Apply

Submit your resume and a brief cover letter highlighting your experience and why you'd be a great fit to [jardiel@genesis-centre.ca](mailto:jardiel@genesis-centre.ca) by March 6<sup>th</sup> 2026.