

POSTING – Web Communications Coordinator

Key Responsibilities:

Reports directly to the Information Technology Manager and indirectly to the Corporate Communication Manager & Sales Manager.

Responsible for planning, executing and maintaining all aspects of the Association's electronic marketing efforts

Daily maintenance and management of the Association's website and databases

Develop & foster marketing partnerships/opportunities on behalf of the Association

Duties Performed:

- On a daily basis, manage the following components of Social Media: research, strategy/planning, execution and analysis
- Ability to monitor and control website content using existing content management systems. Meet with internal and external stakeholders on a regular basis to ensure needs are being met
- Maintain current and updated databases for all business units & departments
- Research, plan and make recommendations on third party electronic advertising
- Coordinate and maintain survey & e-balloting opportunities for the Association
- Make recommendations to Purchasing Manager on printing & promotional requirements
- Develop and execute at minimum, one monthly electronic communication to the Association's customers (E-blast)
- Act as media liaison for on-site promotions with guidance from Corporate Affairs Manager
- Develop & foster marketing partnerships/opportunities on behalf of the Association
- Must comply with the Occupational Health and Safety Act, Western Fair Association Health & Safety Policy and Awareness Program/Safety Manual, all Western Fair Association procedures and any other applicable legislation.
- Performs related duties as assigned.

Skills and Qualifications:

- Post secondary degree or certificate in Marketing related field
- 3-5 years of related work experience
- Experience using an installed content management system such as Wordpress or Drupal to update website content
- Basic knowledge of XHTML and CSS is an asset
- Experience in actively engaging with online communities such as Facebook or Twitter to build a following
- Excellent communication skills, both written and verbal
- Valid driver's license

All qualified applicants should submit their resume to:

**Western Fair Association
Human Resources Department**

Fax: (519) 438-8012

E-mail: hr@westernfair.com

Mail: 316 Rectory Street

P.O. Box 7550 London ON N5Y 5P8

or in person

We thank all applicants: however, only those selected for an interview will be contacted.