

# CITYSTUDIO

<b>JOB DESCRIPTION</b>	
Marketing and Sales Coordinator, CityStudio Global	
<b>Current as of</b>	March 2021
<b>Reports to</b>	Business Development Lead
<b>Salary</b>	As per the Job Offer
<b>THE NATURE OF THE POSITION</b>	
<p>CityStudio is a replicable and adaptable partnership model that aims to facilitate collaboration between academic institutions and municipal governments through an inter-institutional partnership framework. Our Vancouver program - CityStudio Vancouver - is the founder of our growing, 14-member network of CityStudios in our Global division, which celebrates its fifth anniversary in 2021.</p> <p>Under this program, CityStudio Global licenses cities across Canada and around the world to operate their own CityStudio program - operating much like a social franchising model. New CityStudios join the CityStudio Network community to receive training and access to materials and processes, and to learn from each other and share promising practices.</p> <p>Although this role is focused on the awareness to purchase stages of the customer journey, this role intersects with various steps of the customer journey in differing degrees and ways and the successful candidate will be expected to support the team by identifying and responding to these needs as they arise.</p> <p>The Marketing and Sales Coordinator demonstrates a deep understanding and commitment to CityStudio's vision, goals, manifesto, and programs.</p>	
<b>RESPONSIBILITIES</b>	
<p>The Marketing and Sales Coordinator is primarily responsible for implementing and updating our marketing strategy on the ground while supporting the sales process for new CityStudios. Main tasks include market research; supporting the creation and integrity of marketing material and messaging for products and services; content curation for our communication channels; website and CRM maintenance; updates to resources and assets; data collection and reporting; and administration support.</p> <p><b>Implementation and updating of CityStudio Global's Marketing Plan, in roughly prioritized order:</b></p>	

- Implement marketing plan by conducting and reporting on market and customer research and targeted marketing.
- Analyze market opportunities and trends based on target market, demographic, and policy research.
- Manage and expand the use of HubSpot Marketing Hub and Sales Hub.
- Research and recommend strategic speaking engagements, event attendance, paid advertisements and/or sponsorships, thought leadership pieces, and other marketing and communications opportunities.
- Implement website updates (supported by our website contractor as needed).
- Curate, coordinate, and post content for: newsletters, blogs, and all social media channels.
- Assist with the design and development of marketing materials (e.g. presentations, factsheets, infographics, ad buys, graphics for social posts, etc.).
- Support virtual and in-person marketing events as COVID BCCDC guidelines allow.
- Data and testimonial collection and reporting support.

**Support Sales Processes:**

- Provide administrative support, including responding to inquiries, and coordinating calls and meetings in support of business development and sales.
- Assist with development of sales resources and materials.

**QUALIFICATIONS AND EXPERIENCE**

**The Marketing Coordinator has:**

- Post-secondary degree or diploma in marketing, business, communications, or other related discipline, plus at least 2 years experience as a marketing and sales coordinator or similar role preferably in a social franchise.
- Demonstrated knowledge of digital marketing, with an emphasis on social media marketing, content marketing, email marketing, and SEO.
- Demonstrated understanding of target markets, the marketing funnel, brand integrity, and customer journey stages.
- Demonstrated knowledge of lead generation and qualification, and administrative processes for closing sales.
- Strong research, analysis, problem-solving and recommendation skills.
- Experience in public relations, as well as developing and executing successful marketing pitches.
- Proven experience in writing, editing, and key message development for a range of diverse audiences.
- High comfortability creating branded content and working within existing templates.
- Proven competence with tools and practices in CRM, design and website management will be considered strong assets.
- An authentic professional curiosity for city building, higher education, and team collaboration.
- Equal parts confidence, curiosity, and collaboration.
- Self-awareness and ability to stay calm under pressure.

- Frequently asks the team, *How can I help?*
- Excellent written and verbal communication skills, as well as excellent copywriting and proofreading skills.
- Initiative and ability to work independently, but also comfortable working collaboratively in a virtual team.
- Excellence in time management and organization.

**Knowledge Areas**

- Google Suite
- Research methodology
- CRM Management Software - HubSpot or equivalent
- E-Newsletter - Mailchimp and/or HubSpot
- Website Updating and Maintenance - Wordpress
- Project Management Software
- SEO and paid advertising opportunities
- Social Media - Twitter, Facebook, LinkedIn, Instagram
- Design Tools - Canva or equivalent

**SUPERVISION & COMMUNICATION**

- The Marketing and Sales Coordinator reports to the Business Development Lead
- The Marketing and Sales Coordinator is expected to participate fully in team meetings and events and follow all CityStudio staff protocols, including emergency procedures and financial policies.
- The Marketing and Sales Coordinator is expected to communicate openly and frequently with CityStudio staff to fulfill their duties.

**WORKING CONDITIONS**

The Marketing and Sales Coordinator will:

- Typically work in an office environment and/or from home, but the mission of the organization will sometimes take them to non-standard workplaces
- Work regular office hours, 37.5 hours per week, as well as occasional evening, weekend and overtime hours to accommodate work activities, time differences, as well as events, presentations or representing the organization at public events

**COMPENSATION**

In addition to salary, this position also includes a comprehensive benefits package, a professional development stipend and annual COLA adjustments.