



## Town of Woodstock - Anticipatory Job Posting

Full time, Permanent Position

Work Location: Town Hall, Town of Woodstock Municipality

Position Title: Marketing and Communications Officer

Reporting Manager: John Pinsent, Chief Administrative Officer

Rate of Pay: TBD

### Position Summary

The primary role:

- Complete marketing research and tactical projects including concept/scope development, project planning, budgeting, procurement, implementation and evaluation.
- Develop and maintain a marketing plan to include assigned programs and services; responsible for the effective use of the Recreation and Town of Woodstock brands.
- Act as a point of contact for local advertisers, sponsors and other partners; develop systems to ensure effective messaging to all facility visitors
- Track appropriate usage data and accumulate regular customer service assessments and information through surveys, focus groups, and other formal interactions with facility users and program participants
- Manage social media networks according to the Town of Woodstock's social media strategy

This position should be of interest to both women and men who have a strong desire to serve their community, possess a strong work ethic, leadership, organizational and communication skills, able to provide a high level of customer service and work flexible hours.

### Qualifications

Previous experience working within municipal government is an asset.

- Graduate of a post-secondary degree program in marketing/business, public relations/arts administration or related field
- 3 to 5 years proven professional experience in marketing, business analysis, research or planning positions
- Proficient in customer research, including customer value measurement and geo-demographic analysis
- Knowledge and skills in computer software programs
- Proficient user of Microsoft Office products, including Word and Excel as well as design software (e.g. Illustrator, Photoshop, In Design, MS Publisher)

### Hours of Work

Due to the nature of the position, a flexible work schedule will be required that will involve evenings, weekends and holidays.

The Town of Woodstock is an equal opportunity employer and provides a wide range of employee benefits.

Closing Date: October 27<sup>th</sup> 2018

Please submit a cover letter (1,000 words maximum) and resume to:  
John.pinsent@town.woodstock.nb.ca or drop off to Woodstock Town Hall  
An interview will be conducted, as well as written tests.