



THE ROYAL CANADIAN COLLEGE
OF ORGANISTS
LE COLLÈGE ROYAL CANADIEN
DES ORGANISTES

Connexions inspirantes avec la musique d'orgue • Inspiring connections with organ music

Position: Marketing Coordinator

Position Summary:

The Royal Canadian College of Organists (RCCO) is seeking a Marketing Coordinator to market RCCO programs, services and events. The Marketing Coordinator will be responsible for developing marketing strategies, plans and objectives and implementing promotional campaigns. The successful candidate will contribute positively to the implementation of the RCCO's Vision and Mission and work collaboratively with a wide variety of individuals.

Key Duties:

- preparing marketing and advertising strategies, plans, and objectives
- prepare promotional presentations
- create promotional package(s)
- implement marketing program and advertising campaigns
- assist with incoming and outgoing communications (email, telephone, and letter mail)
- prepares marketing reports by collecting, analyzing, and summarizing outcomes data.

Skills and Qualifications*:

- strong capability in marketing strategy development
- highly creative in identifying target audiences and devising digital campaigns and related content that engage, inform, and motivate
- superior verbal and written communication skills
- knowledgeable about and highly proficient in managing current social media platforms
- solid knowledge of website and marketing analytics tools, SEO/SEM
- self-motivated, effective in a team setting and individually
- highly efficient time-management skills and ability to prioritize tasks
- post-secondary education in marketing or a related field
- musical background an asset

***Note:** To be eligible for employment, and in accordance with funding from Canada Summer Jobs, applicants must be; 30 years of age or younger at the start of employment; a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act; legally entitled to work in Canada in accordance with relevant Ontario legislation and regulations.

Organizational Profile:

Founded in 1909, the RCCO is the national voice of the organ and its music across Canada. Our vision is: Inspiring connections with organ music. We support, promote and celebrate Canada's organ music community by providing learning opportunities, resources, outreach and professional development opportunities through our programs and services. We seek to enrich the lives of Canadians by engaging the wider public in Canada's rich organ heritage and vibrant organ culture. The RCCO is committed to providing greater access to the organ and its music through technological innovations that can enhance its reach and actively engage Canadians of all genders, ethnicities, age, abilities, or geographic location, in the art of the organ.

Additional Information:

Tenure: 15 hours per week for 18 weeks

Wage: \$18.00/hr + 4% vacation pay

Start Date: June 1, 2021

Location: It is expected that the successful candidate will be working remotely

Application Deadline: May 21, 2021 at 5:00 p.m.

How to Apply:

Interested candidates are invited to submit a résumé and cover letter, (combined in a single PDF) to Elizabeth Shannon, Executive Director, at execdirector@rcco.ca. Please indicate "Administrative Coordinator" in the subject line of the email. **Deadline to apply is May 21, 2021 at 5:00 pm.**

The Royal Canadian College of Organists is an equal opportunity employer and encourages applications from persons identifying as visible minorities and indigenous heritage. All applicants are thanked for their interest, however only those selected for an interview will be contacted. No telephone calls please.