

Program Coordinator, MCA IMP Marketing Council

We are currently looking for a Program Coordinator to assist the IMP Marketing Council in a part time capacity. This role is designed to help create a greater awareness and accelerate the market demand for enhanced high performance building envelope solutions and low energy buildings, emphasizing insulated metal panels.

Reporting to the IMP Marketing Council and working closely with the IMP Marketing Council Chairperson, the successful applicant will be responsible for executing the IMP Marketing Council strategy and managing the tactical activity and relationships including media buys (Print and Digital), creative development, updating and driving the IMP Portion of the MCA website, marketing presentations, literature development, white paper development and coordination, public relations, budget tracking and forecasting and other tasks as required. Attendance and program updates via phone and in person on monthly IMP Council meeting. The Program Coordinator will also liaise with potential new companies to grow the base of the IMP Council. As the ideal candidate, you are detail-oriented, a team player with a keen interest in sustainable building, who can function in a high paced committee based environment. Key relationships in the commercial construction and IMP industry a must. A key asset will be the ability to work efficiently while juggling multiple projects with multiple stakeholders.

Skills

- Demonstrated understanding of brand communications platforms
- Effective written, oral and presentation communication skills
- Proven ability to build relationships across various functional teams
- Experience in working with advertising, creative and/or media agencies
- Support media planning and design agencies
- Ability to manage digital media (web, social, etc)
- Liaising with a variety of teams, including potential new companies and funders committee.

Qualifications

- 10+ years relevant marketing program execution experience
- Understanding and background in the construction or building materials industry an asset
- Strong problem-solving skills, creativity, flexibility, and ability to manage and reset priorities in a rapidly changing environment
- Proficiency in Microsoft Office including excel
- Good working knowledge in using Adobe Illustrator, Photoshop, InDesign and PowerPoint

- Experience updating website using CMS tools
- Highly organized and proficient in project management
- Self-motivated individual
- University degree / college diploma in marketing or a related discipline