

Job Description – Communications and Membership Coordinator

The Canadian Propane Association is the national association for Canada's propane industry, representing over 400 companies in every region of the country. Our mission is to promote a safe and thriving propane industry that plays a vital role in Canada's energy sector. To achieve this, we champion propane and the propane industry in Canada and facilitate best practices, safety and a favourable business environment through advocacy, training and emergency response.

The Canadian Propane Association is currently seeking a dynamic and creative bilingual (English and French) **Communications and Membership Coordinator** to help raise the profile of the Association and the propane industry by contributing to and supporting the work of the communications and marketing team. Responsibilities include: writing, design and layout of corporate publications and newsletters, internal communications and coordinating the organization's website and social media accounts. The successful candidate will be someone who knows how to tell a good story, is a strong writer and is a creative thinker who pays attention to detail, and the ability to do so in both languages.

The Communications and Membership Coordinator is an opportunity for you to work with an engaged membership in the dynamic propane industry. We are a small hands-on team, so we need someone who can take on a project from conception to delivering every part of it. The successful candidate will also be member-driven, solution oriented, agile and unwavering.

Reports to: Sr Director, Communications & Marketing

Responsibilities:

- Maintain and regularly update website
- Provide writing, editing and design for print and online communication projects as assigned, including news releases, magazine, newsletters, fact sheets, brochures, posters, programs, government relations reports, scripts and promotional training course information
- Coordinate the translation of CPA documents, proof all French material, with the ability to translate when required
- Develop content and distribute across social media platforms (Facebook, Twitter and LinkedIn), including responding to questions on social media and engaging with the audience
- Create various shareable content as needed (videos, cross-posts, articles, blogs, etc.)
- Liaise with members, including welcome emails, member packages, address changes, etc.
- Ensure the distribution of all CPA communications to members through the CPA database; experience working with CRM databases an asset
- Coordinate the main CPA email account info@propane.ca and respond to all inquiries
- Coordinate internal communications branding, ensure consistency amongst email signatures, communications templates, etc.
- Maintain special event and latest news calendar with updated content

- Support the implementation of marketing and communications plans for projects and initiatives including CPA events, awards, program and sponsorships
- Perform other communications and marketing initiatives as required

Qualifications

- Bachelor's degree or college diploma in Communications, Marketing, Journalism or a related discipline, minimum 1-2 years of experience in communications
- Excellent command over written English and French, ability to write press releases and other communications materials in both language
- **French imperative;** able to communicate verbally, write and review French copy
- Knowledge in implementing social media strategies and campaigns
- Incredibly high standards and impeccable taste with an eye for design
- Especially organized, strong attention to detail and problem-solving skills with the ability to handle multiple priorities and meet deadlines
- Excellent interpersonal skills and professionalism
- Self-starter who can thrive in a collaborative team environment
- Intermediate to advanced proficiency with Microsoft Office suite as well as strong knowledge of social media and web-based design programs, including Adobe Creative Suite experience
- Able to work evenings and weekends during events/special projects; strong work ethic
- Some travel may be required

Interested? Send letter and resume to: info@propane.ca before **February 15, 2019**.