

**Title:** Marketing Coordinator/Guest Services Supervisor  
**Location:** The Bay Centre, Victoria BC  
**Reporting To:** Marketing Director

**This is a full time position which requires an individual who is able to work Tuesday through Saturday as well as occasional evenings if required.**

**KEY RESPONSIBILITIES:**

The Bay Centre is looking for a full time Marketing Coordinator/Guest Services Supervisor to join the Marketing team. Working with the Marketing Director, the Marketing Coordinator/Guest Services Supervisor assists with delivering all facets of the Bay Centre's marketing program. The position is multi-functional across a broad spectrum of responsibilities working with the Marketing Director to execute the annual Marketing Plan in the following areas:

- Assisting in coordination and execution of in-centre marketing events and programs including, but not limited to Fall, Christmas and Spring Campaigns, and community events and festivals;
- Continuing to adapt and develop social media strategies in conjunction with the Marketing Director, including but not limited to: creating weekly, monthly and annual social media plans, management of custom photography photo shoots, copy writing, content generation and sourcing, influencer coordination, online ad purchasing, consistent measurement of analytics, recognizing trends/audience behavioral patterns, and daily engagement;
- Working closely with retailer managers to feature brands, products and/or services that assist the stores in meeting their sales targets;
- Ensuring that the website is up-to-date with daily/weekly updates to the following web pages: retailer promotions, news and events and job descriptions;
- Research and write twice-monthly e-newsletter;
- Producing monthly reports including monthly traffic results, reporting on online engagement and usage statistics on the Bay Centre's website, e-newsletter and social media platforms, reporting on monthly events, advertising and public relations, and briefing reports to tenants on marketing programs;
- Oversee the day-to-day operations of a full service, free standing Guest Services Desk and the Bay Centre's Brand Ambassador Program including hiring, training and scheduling Brand Ambassadors;
- Producing collateral materials that are consistent with the Bay Centre branding standards;
- Cross-training on front desk Administration and Guest Services break coverage as required;
- Attending networking events as a representative of the Bay Centre to further develop community relationships;
- Other duties as assigned by the Marketing Director or General Manager.

**KNOWLEDGE/SKILLS/COMPETENCIES:**

- Experience in marketing, advertising, and special events;
- Computer literate and fully proficient with Word, Excel, PowerPoint, Outlook, Adobe InDesign, Photoshop and Illustrator and Canva;
- Strategic and tactical background in social media marketing development and outreach (blogs, social networks, posts, video sharing sites, etc);
- Experience using website content management software (CMS), Hootsuite, Iconosquare and Facebook Ads;
- Excellent written and verbal communication skills;
- Excellent project planning, research and analytical skills;
- Good problem-solving and critical thinking skills with a solution focused approach to challenges in absence of management;
- Detail oriented self-starter with strong organizational, prioritizing and time management skills;
- Ability to effectively communicate with tenants, customers and contractors to provide support and complete projects;
- Willing to work flexible hours including early mornings, evenings and weekends.

**EDUCATIONAL REQUIREMENTS:**

Undergraduate degree in marketing, public relations, communications, commerce or business administration preferred. Minimum two years of related marketing, event planning or business experience.

If you, or anyone that you know of, are interested in applying for this position, please email cover letter and resume to Adrienne Lockstead, Marketing Director, the Bay Centre, 2-1150 Douglas Street Victoria, BC V8W 3M9 at [adrienne.lockstead@cushwake.com](mailto:adrienne.lockstead@cushwake.com).