



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Promotion and Marketing Officer	
Position Number(s)	Community	Division/Region(s)
63-11343	Hay River	Policy, Planning, Communications and Analysis Division

PURPOSE OF THE POSITION

The Promotion and Marketing Officer is a member of the Promotion and Marketing Unit and supports departmental marketing and promotions undertaken on behalf of all Divisions within the Department of Industry, Tourism and Investment.

SCOPE

Located in Hay River and reporting directly to the Manager, Promotion and Marketing, the Promotion and Marketing Officer works with colleagues, departmental managers, professional organizations and private-sector associations, agencies and contractors.

The position supports the development, implementation and evaluation of creative and proactive marketing and promotional initiatives designed to: attract mineral and petroleum investors and companies to acquire properties or projects in the NWT; and increase resident subscription and participation in economic development programs and services delivered by the Department.

The GNWT, through the Department of Industry, Tourism and Investment (ITI), promotes economic self-sufficiency through the sustainable development of natural resources, support for grass-roots economic growth and diversification; and the pursuit of a positive entrepreneurial environment.

The attraction of private-sector resource exploration and investment to the Northwest Territories is foundational to the economy and to the economic benefits (employment, business development opportunities) that it provides for NWT residents. The promotion and

marketing of the economic development programs, services and opportunities is essential to the success of sustaining both overall NWT economic growth and regional diversification.

In day to day activities and decisions, the Promotion and Marketing Officer plays a significant role in informing NWT residents and businesses about economic programming available with ITI.

RESPONSIBILITIES

1. The Promotion & Marketing Officer supports the development and implementation of targeted marketing and promotional plans, events and projects across the department.

- Conducts research in support of marketing objectives and strategic planning.
- Works with Department and Program Managers to identify specific marketing strategy needs.
- Participates in the development and implementation of program promotion and marketing plans and/or strategies.
- Advises, coordinates and collaborates with colleagues and service providers to acquire marketing products and promotional items.
- Develops and prepares social media content and uses other digital marketing tools to support marketing objectives.
- In collaboration with Departmental digital media resources, provides evaluation monitoring and reporting of marketing and promotional campaigns and their performance.
- Attends marketing conferences and networking events as a Department representative.
- Develops and maintains positive relationships with industry/sector stakeholders and service providers.
- Participates on departmental and inter-departmental working groups in support of marketing and promotional initiatives.
- Represents Department interest in marketing and promotion activities.

2. The Promotion and Marketing Officer monitors and measures the effectiveness of Departmental marketing and promotion events and activities.

- In collaboration with Departmental measurement and evaluation resources, designs and implements evaluations and reviews of Department marketing and promotion initiatives.
- Develops and establishes performance indicators to guide, measure, and evaluate marketing and promotional initiatives.
- Compiles, maintains and interprets indicators and statistics describing the effectiveness of specific marketing and promotional initiatives.
- Reports on marketing trends.
- Ensures the maintenance and updating of accurate statistics on all Departmental marketing initiatives.
- Monitors traditional and online media sources for related stories and coverage.

- Compiles and maintains a current list of all contacts using customer relationship management (CRM) software.
- 3. Supports Minister’s participation in marketing and promotional conferences and events – and provides promotional event coordination and logistical support.**
- Registers the Minister and departmental staff for conferences.
 - Provides support for the development of presentations and communications plan.
 - Finalizes event logistics including booking venues (hotel rooms, tradeshow booths, reception rooms, meeting rooms, etc.), facilities and equipment as required.
- 4. Performs other related duties.**

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.

Mental Demands

The incumbent will be expected to travel to territorial and national destinations approximately six times total annually.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of promotions, marketing and advertising theories and practices.
 - Knowledge and experience with SEM (Search Engine Marketing) and SEO (Search Engine Optimization)
 - Experience and skills in developing digital content for websites and social media accounts (e.g. Twitter, Facebook, Instagram)
 - Experience in e-mail marketing
 - Client service focus; anticipates and provides solutions to customer needs.
- Good writing skills and knowledge of web-planning and web-media.
- Well-organized and detail-oriented.
- Understands the political and cultural environment in which GNWT operates.
- Knowledge of mandates, programs, and operations of the Department and government.
- Ability to understand and interpret trends and assess effectiveness of marketing programs and strategies.
- Analytical and conceptual thinking and evaluation skills.
- Self-motivated and able to work independently.

Typically, the above qualifications would be attained by:

These skills are normally acquired through a diploma in Communications or Marketing or a related field, combined with 2 years' related experience.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- No criminal records check required
- Position of Trust – criminal records check required
- Highly sensitive position – requires verification of identity and a criminal records check

French language (check one)

- French required
- French preferred
- French not required

Indigenous language: Select language

- Required
- Preferred