

Job Description

Title: Communications and Marketing Specialist
Reports to: National Director, Communications and Marketing
Status: Full-time, permanent

Summary:

The Family Enterprise Xchange (FEX) is a national membership-based organization for business families and their advisors. FEX is a not-for-profit organization created to support and provide family enterprises and their advisors with a unique combination of shared wisdom and experience, with leading-edge thinking and knowledge.

FEX exists to bring together and uplift enterprising Canadian families to new heights and ensure their continued success for future generations. This is achieved through local chapters across Canada — FEX connects, supports, educates and inspires our Family Enterprise community.

Responsibilities:

This role is to support the daily tasks and needs of the Marketing and Communications department, assisting to elevate the profile, awareness of FEX on a national level through supporting head office, local chapter initiatives, and supporting the FEA business.

This role will:

- Support marketing, education and member service with the objective to increase association awareness, member engagement and participant enrollment
- Support events on an as needed basis
- Require some technical ability as it will encompass both traditional and digital marketing and communication activities

On the daily you will execute social, design and digital marketing requirements, such as managing social media channels, make minor website edits, handle ad-hoc design needs for chapters, create content for digital platforms and manage the execution of email communications.

Requirements:

- Keen to learn with a positive can-do attitude
- 2-3 years experience in a hands-on marketing/communications role
- Able to juggle multiple tasks and prioritize, with ability to remain calm with pressure and deadlines
- Excellent editing and writing skills
- Experience with digital and print design using Adobe CS





- Must have experience with WordPress, MailChimp, Adobe CS, Google Analytics/AdWords or similar platforms
- College/University Degree majoring in Marketing, Business, or a relevant discipline
- Proven track record of creating and executing multi-channel campaigns
- Experience on a National level (preferred)
- An open communicator that excels in an environment of change and variety

If this sounds like you, please send your cover letter, stating salary expectations & CV to Michelle West, National Director of Communication & Marketing at info@family-enterprise-xchange.com

