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Horizon Academy Institute – Marketing Coordinator Position

Position: Marketing Coordinator
Time commitment: Up to forty hours per week (meetings, preparation, events)
Term: Two Month Contract
Closing Date: June 30th, 2021, 2000 MT

About Horizon Academy Institute

Horizon Academy Institute (www.horizonacademy.ca) is a Western-Canada based, registered charitable institution (B.N.: 814481420RR0001) that provides programs and services in education and leadership development delivered through the universal values of Islam and modern educational practices. Horizon is dedicated to developing specific initiatives that will bring state-of-the-art Arabic teaching to Calgary in collaboration with local and provincial governments, other schools and institutions. Now in existence for over ten (10) years, Horizon Academy Institute strives to expand its programs and offerings to the community.

Position:

Horizon Academy Institute is seeking to fill the position of Marketing Coordinator to create and raise awareness through a strong online presence for our Organization. Your role is to develop and execute online marketing strategies through our Organization's web and social media accounts. If you are a tech-savvy professional with an interest in communicating through online channels, we would like to meet you.

Accountability

The Horizon Academy Institute (the "Organization") is accountable to clients and their families, the community, funders and other stakeholders. Our Social Media Coordinator would be accountable for the Organization's performance in realizing its mission and achieving its goals through social media and the Organization's online assets.

Responsibility

As our sole Marketing Coordinator, you are responsible for developing original content, suggesting creative ways to attract more potential customers and promote our brand. Ultimately, you should be able to increase web traffic, brand awareness and stakeholder engagement metrics aligned with the Organization's broader marketing strategies.

Principal Duties

The Marketing Coordinator undertakes the following responsibilities:

- **Develop a Quarterly/Annual Marketing Plans for the Organization**, highlighting the strategies or campaigns the Organization needs to undertake within the next two years.
- **Develop a Social Media Marketing Plan for the Organization**, highlighting, the the channels, tactics, and campaigns the Organization needs to accomplish specifically on social media.
- **Develop a Content Marketing Plan**, highlighting, the different strategies, tactics, and campaigns in which the Organization shall use content to promote its business and products.



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- **Develop a Product Marketing Plan**, providing a roadmap for the strategies and tactics the Organization will implement to promote a new product.
- **Identify “Stakeholder” Personas**, which would assist in the development and implementation of the Organization’s marketing and branding strategy

Qualifications

The following are considered key job qualifications:

- Third/fourth year BS degree in Marketing, Digital media or relevant field
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Experience with research using data analytics software
- Excellent writing, communication, and presentation skills
- Proficiency in full Microsoft Office suite, especially with Excel and PowerPoint
- Expertise in multiple social media platforms
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to gasp future trends in digital technologies and act proactively
- Excellent communication skills
- Multitasking and analytical skills

Evaluation

Candidates for the position – Marketing Coordinator will be evaluated based on prior project/school-work experience and ability to articulate a plan on how to manage and further develop the Organization’s social media assets based on carrying out the duties and responsibilities outlined above.

How to Apply

Horizon Academy Institute prides itself on being an equal opportunity organization. We celebrate diversity and are committed to creating an inclusive environment for all our parents, students, staff and directors.

If interested, please apply in confidence to Mr. Hicham Abbadi (hicham.abbadi@horizonacademy.ca) with a resume and an expression of interest highlighting relevant experience and areas of potential contribution by June 30th, 2021 2000 MT. We thank all applicants for their interest, however only those candidates selected for interviews will be contacted. Please note that under the Protection for [Persons in Care Act \(PPCA\)](#), the Organization requires a criminal record check of successful applicants.