**Coordinator, Marketing & Communications**

**Full-Time Permanent Position**

You know that first impressions matter. You love the art of communications (in all its forms) and you are committed to providing excellent customer service. Your probably a recent grad from PR school and are a go-getter looking for an opportunity to shine while building your experience and portfolio.

No task is above you or beneath you. You love creating order out of chaos and ensuring that everything runs smoothly and according to plans. Writing clear and compelling content is second nature to you. You find yourself proofreading everything and take great pleasure in catching typos, dangling participles, and resolving subject-verb disagreements. You know the *CP Style Guide* will not help you decide what to wear. Your friends and co-workers love your cheerful, can-do attitude. You do what ever it takes to get the job done.

If this sounds like you (and if you found the two typos above), we have an opportunity for you to consider!

The Canadian Franchise Association (CFA), the authoritative voice for franchising in Canada, is a national business association serving the needs of the franchise industry. We are seeking an entry-level Coordinator to support our Marketing & Communications team. In this role, you will employ exceptional organization skills, fabulous writing talents, and eagle-eyed attention to detail to help move forward our marketing and communications projects, while also dazzling everyone you meet as CFA’s first point of contact with the public, our members, and our colleagues.

In this position, you will assist in creating a range of marketing communications content, which requires excellent communications skills (both written and verbal) and the ability to write for a variety of products (web, social media, marketing, editorial, etc.). You will be the Association’s front-line communications staff via telephone and our general e-mail. Strong preference will be given to candidates who are also fluent in French.

**Specific Duties and Responsibilities:** (A detailed job description will be provided to selected candidates.)

* Create and distribute e-mail marketing communications via Constant Contact
* Serve as staff lead on corporate social media communications
* Maintain and facilitate updates of franchise company listings for publication and websites
* Assist in development, writing, and editing of content for a range of products including CFA websites, publications, marketing, and corporate communications
* Assist in media relations campaigns, including drafting of press releases, backgrounders, articles, event listings, etc.
* Monitor and track media for franchising news, emerging issues, and CFA media mentions and provide reporting, as required
* Respond to and redirect enquiries by telephone and e-mail
* Receive inbound publications shipments and prepare outbound marketing/communications mailings
* Provide administrative support to the Marketing & Communications department
* Attend and assist at CFA events as required (some evenings and weekends)
* Assist in special projects and other tasks as assigned

**Skills Required:**

* Strong customer service and interpersonal skills, and ability to work effectively independently and in a team
* Excellent organizational skills and meticulous attention to detail
* Exceptional command of English (written and spoken)
* Ability to speak and write in French is preferred
* Post-secondary graduate in public relations, communications, or an equivalent combination of education, training, and/or work experience
* Proven ability to stylistically edit and rewrite written works, with an understanding of Canadian Press Style
* Solid grasp on writing marketing and public relations copy styles
* Strong computer skills for PC (Microsoft Office, WordPress, Constant Contact, and Tweetdeck)
* Ability to work under pressure, be flexible to change and work to timelines
* Ability to work weekends and evenings, as required

This is a full-time permanent position and includes benefits.

CFA is located in Toronto on the Mississauga/Toronto border near Pearson International Airport, with access by highway and public transit (Mississauga and Toronto). Plentiful free parking.

To apply for this position, please forward your resume and cover letter, stating salary expectations and identifying the typos in this posting, along with two or three samples from your portfolio to:

Christine Rosal, Manager, Marketing & Communications – crosal@cfa.ca

No phone calls, please.

Deadline for Submissions: **November 28, 2016**

For more information about the Canadian Franchise Association,

Visit: [www.cfa.ca](http://www.cfa.ca) | [www.LookforaFranchise.ca](http://www.LookforaFranchise.ca)

We appreciate your interest, however, only those selected for an interview will be contacted.

**Candidates may be asked to complete aptitude and skill tests.**