



853 Eckhardt Avenue West
Penticton, BC V2A 9C4
www.soec.ca
T: 250-490-2460

JOB DESCRIPTION

MARKETING COORDINATOR

Job Title: Marketing Coordinator
Salary: \$50,000-\$60,000
Department: Marketing
Reports To: Director of Marketing
Hours: Full-time (Must be available for events, nights and weekends as needed)

Overview: The Marketing Coordinator acts as an extension and support to the Director of Marketing and will take a supportive role in the marketing initiatives for the South Okanagan Events Centre Complex, including the South Okanagan Events Centre, Penticton Trade and Convention Centre, the Penticton Vees Junior A Hockey Club and Memorial Arena.

Responsibilities include, but are not limited to the following:

- Manage the SOEC's social media channels (Facebook, Instagram, Twitter, LinkedIn) to support events, the venue, guest services, food and beverage, ticketing, promotional activities and corporate sales.
- Assist with curating and scheduling static and video content (Instagram Reels, TikTok) to grow the SOEC's database and organic footprint across all digital platforms.
- Monitor SOEC's website and engage in real-time social media activities during event announcements, on sales, event days, etc. Includes answering questions online and via email.
- Update the soec.ca website using WordPress with upcoming events and announcements, ensuring timely and accurate information.
- Provide marketing support for client events, concerts, family shows, sporting events and other miscellaneous events.
- Assist with the organization of event marketing efforts and initiatives including but not limited to marketing material (admits, digital assets, etc.) distribution, PR and media needs, show and venue photography and ticketing promotions.
- Work in conjunction with other members of the SOEC's marketing team to assist with promoting events, event sponsorships, community efforts, media partners, trade partnerships and group marketing campaigns on a show-by-show basis.
- Assist with email marketing efforts including but not limited to scheduling Cyber Club email campaigns, working with clients to receive information, email design, campaign performance and optimization.

- Serve as the on-site marketing department representative for designated events (e.g. duties may include media escorting, sponsor and/or promotional partner implementation, media partner implementation, content capture and creation, etc.).
- Ensure synergy between the South Okanagan Events Centre, the Penticton Trade and Convention Centre, and the Penticton Vees for social media, web and email to coordinate efforts.
- Update 3rd party event listings with upcoming events
- Support the Penticton Vees Game Day Coordinator with game-day production, when needed
- Assist with other duties and responsibilities as assigned.

Qualifications (educational, experience and basic knowledge requirements):

- Self-starter with 1-2 years of related work experience in social media/content creation or a marketing role.
- Proficiency in utilizing all social media platforms and analytics tools.
- Experience in digital marketing.
- Proficient in Microsoft Office (Outlook, Word, PowerPoint, and Excel)
- Basic knowledge and experience with Canva preferred.
- Familiarity with website maintenance and management, particularly using WordPress.
- Team player with strong interpersonal and communication skills with an ability to interact effectively with diverse client groups.
- Extremely organized and detail-oriented, resourceful, quick learner and able to handle multiple projects simultaneously.
- Strong verbal/written communication skills, including the ability to proofread marketing materials effectively.
- Must be adaptable with the ability to work under pressure to meet deadlines.
- Must be able to work flexible hours including nights, weekends and selected holidays.
- Demonstrated ability to follow instructions and work in a team setting.
- Higher consideration for those with diplomas or certification from an accredited course, college, or university in Marketing, Social Media Management, Communications, or Sports/Business Management

To apply, please send your resume and a cover letter directly to soec-marketing@penticton.ca.

The South Okanagan Events Centre Complex is an equal opportunity employer. We are committed to developing a culturally diverse workforce.



*The South Okanagan Events Centre Complex is an equal opportunity employer.
We are committed to developing a culturally diverse workforce.*