



The Grand River Agricultural Society (GRAS) owns and operates Grand River Raceway and The GrandWay Events Centre in Elora, ON.



We are a dynamic hospitality, racing, and gaming destination and a dedicated team of talented individuals is at the heart of our success. The organization is *certified as a Great Place to work* and was recognized in the **2020 and 2021 List of Best Workplaces™ for Retail & Hospitality**.

Grand River Agricultural Society has an exciting opportunity for a

MARKETING COORDINATOR

Contract 14 Months

The Marketing Coordinator will be responsible for the preparation of marketing materials of businesses, websites, hospitality, sales, events, and social media.

Job Requirements

- Create and update marketing materials for the various brand and business operations
- Updating the marketing aspects of our Web Pages and marketing materials
- Conduct market research, target markets and their various characteristics
- Develop and design innovative marketing and promotions
- Build communication templates
- Provide inputs on designs that identify and create interest in the product
- Leverage/develop the portfolio of marketing tools and services
- Implement/manage marketing procedures and processes, evaluate existing practice and opportunities for standardization
- Participate in determining the group marketing strategy with sales and product teams
- Initiate and propose positive push and pull activities with the sales team
- Track all marketing initiatives and create weekly/monthly reports
- Review branding, positioning of the operations to ensure impact and awareness

QUALIFICATIONS

- University degree in Business, Marketing or related is required
- 3-4 years of direct work experience in a marketing management or consulting capacity
- Experience in the event, hospitality, gaming and or entertainment industry an asset
- Excellent understanding and working knowledge of brand building and brand management
- Basic graphic design skills and an eye for aesthetics in presentation materials
- Highly effective project management, multi-tasking, and time management skills to meet deadlines
- Proven ability to prepare marketing proposals with research, strategy, and creativity
- Outstanding written and verbal communication skills
- Superb writing, content development and editing skills
- Strong presentation and public-speaking abilities are an asset



Grand River
Agricultural Society



THE GRANDWAY

- Energetic, self-motivated, and results-oriented
- Proven team player who is both flexible and adaptable
- Proficiency in the following would be an asset: MS Office, Adobe Acrobat, and graphic design software

WORK CONDITIONS

- Ability to work evenings and weekends when required
- Ability to lift maneuver furniture and equipment as required.

GRAS offers a competitive salary, benefits, and a Great Place to Work!

You can learn more about GRAS by visiting the website at www.theGrandWay.com. Please submit a covering letter and resume outlining how you meet the qualifications of this position by **October 11, 2021**, to recruitment@grandriverraceway.com

GRAS is committed to providing a barrier-free work environment in concert with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. As such, GRAS will make accommodations available to applicants with disabilities upon request during the recruitment process.

We thank all candidates for their interest, however only those being considered for an interview will be contacted.