

MULVEY & BANANI

Marketing & Communications Coordinator – Job Description

Who is Mulvey & Banani?

Mulvey & Banani International Inc. (MBII) has built a solid reputation providing comprehensive and integrated engineering services for multiple and related electrical and electronic systems that are innovative, resilient and adaptable for all types of new building construction as well as for re-purposing or renovation of existing buildings. MBII's scope of services ranges from engineering-intensive work such as mission critical power interventions to the artistry of sound and light offering dynamically current solutions in Electrical, ICT, and Security Engineering, Audio Visual, Lighting, and Building Intelligence Design. MBII services clients throughout Canada as well as internationally. We are currently looking to expand our team with the addition of a Marketing & Communications Coordinator.

Summary / Job Description

The Marketing & Communications Coordinator is a key member of the Marketing team responsible for producing materials that communicate our firm's message and brand image. They will directly support the Marketing & Communications Manager in all internal and external related marketing initiatives, and be responsible for meeting all deadlines, managing resources and ensuring a high level of attention to detail and quality of work at all times.

Education & Qualifications

- Bachelor's degree in Marketing/Communications (or related field)
- Certificate or degree in Graphic Design or Visual Media studies
- 3-5 years of experience in a related field (ideally in Architecture, Engineering, or Design)
- Familiarity with the language of Architecture/Design/Engineering

Software & Programs

- Photoshop: must be able to modify, adjust and alter images in varying capacities in Photoshop
- InDesign: must be able to create print ready document layout in InDesign
- Illustrator knowledge is an asset
- Premiere Pro, Lightroom or other photo/video editing tools is an asset
- MS Office Suite: PowerPoint, Word and Excel
- Understanding of Google Analytics and social media analytics for businesses, and how to use it to create marketing and business strategies
- Experience using website CMS platforms
- Experience using email campaign platforms, eg. Mailchimp
- Experience using social media content management platforms, eg. Hootsuite or Later.com
- Experience using Asana and/or AirTable is an asset

Skills & Abilities

- Excellent oral and written communication skills
- High level of organization and time management skills
- Strong attention to detail and a passion for delivering quality work
- Integrity, honesty and accountability for taking ownership of responsibilities
- Outstanding graphic and visual presentation skills
- Willingness to focus on multiple projects simultaneously
- Strong collaboration and teamwork skills
- Ambitious self-starter with a get-it done attitude who strives for results and performs well under pressure
- Ability to be resourceful and problem solve certain issues independently

- Strong networking skills; enjoys engaging with external vendors and industry peers through various events and organizations on behalf of the company
- Willingness to accommodate atypical schedules surrounding deadlines
- Demonstrates initiative to take on tasks and responsibilities
- Offers feedback, shares insights and learnings that support the growth of the Marketing team

Roles & Responsibilities

- Branding:
 - Maintain current brand standards, and ensure correct use in all applications
 - Develop and maintain marketing materials, office templates, website, and social media standards
 - Identify new brand development opportunities
- Writing:
 - Write compelling creative short and long form copy that includes but is not limited to project case studies, content narratives, staff announcements, social media content, award submissions, newsletters, and media initiatives
 - Be able to adapt material to suit specific projects and audiences
- Graphic Design:
 - Create visual marketing materials that include but are not limited to website content, social media content, internal announcements/communications, newsletters, presentation templates, award submissions, and media related initiatives
 - Photo & Video Editing that includes: editing professional photography and renderings, adjusting lighting and objects in photos, curate photo collections to create visual stories; edit and create print ready marketing documents; edit and create video assets for select projects
- Social Media & Website:
 - Assist in managing Mulvey & Banani's website content, prepare visual assets, upload and edit as needed
 - Assist in managing social media platforms for Mulvey & Banani, Mulvey & Banani Lighting, and Mulvey & Banani Audio Visual
 - Create and edit high quality visual content, manage content schedule, track insights/analytics, and drive engagement
 - Ability to identify trends and make recommendations for content based on our insights and current industry topics
- Awards Programs:
 - Research new award programs relevant to our industry
 - Manage multiple award deadlines simultaneously
 - Prepare and submit projects for consideration, includes photo editing and creative writing
- General marketing:
 - Organize marketing materials within the Marketing Drive
 - Assist in developing market research and gathering intel to support marketing initiatives
 - Become familiar with the firm's portfolio of work across all divisions and all sectors
 - Assist Marketing & Communications Manager in building and executing a marketing strategy to support existing business and extend our reach globally
 - Assist with internal communications and engagement to support company culture
 - Assist with charitable initiatives and external client related events

Application Process

Thank you for your interest in Mulvey & Banani. If you share our passion and are interested in this opportunity, please forward your resume to mshao@mbii.com with "Marketing & Communications Coordinator" in the subject line. Please note that due to the volume of applicants, only those who will be considered for an interview will be contacted.

Mulvey & Banani is committed to Employment Equity. Accommodations for applicants with disabilities will be made during the recruitment process. Should you be contacted for an interview please advise if accommodations are required.