

RAINFOREST ALBERTA

About Rainforest

Rainforest is a community driven movement of people dedicated to building the innovation ecosystem in Calgary and Alberta. We are made up of entrepreneurs, advisors, mentors, coaches, investors, cheerleaders, champions, innovators, and volunteers. We are inclusive and are working towards improving the culture of building start-ups in Calgary. Operating with a social-contract of ten values, our goal is to increase the number of startups by creating and supporting opportunities for faster access to resources, free-help, services, and programming. Our goal is to develop relationships amongst the community, not just a network of transactional moments.

About You and the Role

As Marketing Coordinator you are multifaceted with a range of talents, interests, and skills. Most importantly you're adaptable and a self-starter. To the position, you bring the ability to create and implement marketing + communication strategies including social, email and relationship marketing. You are a passionate storyteller with compelling writing skills. Ideally, you are a problem solver with an entrepreneurial mindset. You bring experience in collaborative project design, implementation, entrepreneurship, and community building. You're comfortable speaking to large groups of people both online and in-person but can also work one-on-one with others.

Supporting the Calgary Innovation Coalition's mandate for 1000 start-ups by 2031, you will work with and in the community to help drive this number in a manner which isn't prescribed. The role allows for you to bring your passion and ideas for supporting the Calgary tech and innovation community in an open-ended and creative way, allowing for marketing and communication initiatives to drive the growth of the community. You must be adaptable and comfortable with uncertainty.

Beyond opportunities to create an impact in the community, the role includes daily, weekly, and monthly functions including but not limited to:

- Collaboration with Community Managers to design and implement marketing campaigns
- Curate and create unique and compelling content for social channels & blog
- Website and email newsletter management
- Develop, analyze and review market trends and audience behavior to enhance effectiveness of Rainforest Alberta's digital channels and events
- Support planning and execution of events
- Participate in community events and meetings
- Lead with a collaborate-first mentality to ensure every community interaction improves the overall strength of the ecosystem, encouraging a city-wide culture of trust

The Details

Weekly Hourly Commitment: 15-20 hours in Jan/Feb, increased hours in the Spring

Contract Length: 4 month contract with option to extend pending mutual agreement

Compensation: \$25-\$30 per hour

Application Deadline: January 8, 2021

Send resume and cover letter to: info@rainforestab.ca