



**Job Description and Posting**  
**MARKETING AND COMMUNICATIONS SPECIALIST**  
**Full time/permanent**  
**Salary - \$50,000**

Peg City Car Co-op was born out of a desire to radically rethink Winnipeggers relationship to the car. We are obsessed with delivering the best possible carsharing experience to our community so that our members can live without the financial burden and hassle of car ownership. At our core, we are driven by our commitment to our community and co-operative values. Come be part of a team that delivers an unparalleled level of member focus, where access to urban mobility, connection to people, and passion for innovation come first.

### **Purpose**

The Marketing and Communication Specialist is responsible for growing Peg City Car Co-op's brand awareness and delivering consistent marketing messaging with the goal of growing our business. The successful candidate will be in charge of bringing our marketing strategy and vision to life in digital, print, and outdoor media platforms. They will be responsible for maintaining and updating our website, blog, and social media sites. The Marketing and Communications Specialist will also work closely with internal and external stakeholders to ensure the highest quality standards are met.

### **Responsibilities**

The Marketing and Communications Specialist is responsible for maintaining our brand identity and building market awareness. The core responsibilities of the position are:

- Develop, update and maintain Peg City Car Co-op's marketing strategy;
- Develop and execute a yearly marketing plan and budget;
- Manage and update Peg City Car Co-op's website;
- Create organic content for social media platforms;
- Write blog posts;
- Curate and write monthly newsletters to our Members, followers, and business partners;
- Design graphics and videos for various platforms;
- Develop and maintain promotional materials;
- Work with external media and marketing suppliers;
- Create marketing materials for outdoor, print and mail advertising; and
- Work collaboratively with Member Services to create and maintain Member Service communication standards and templates.



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- Assist with Member Services.
- Assume additional tasks as required.

### **Requirements**

We need someone who is prepared to dedicate themselves to help grow our company and continue to improve our service. Working at Peg City Car Co-op is incredibly rewarding, but also challenging. It requires an individual to perform a multitude of tasks in a fast-paced environment. The skills and requirements we are looking for include:

- Post-secondary degree, or equivalent combination of education and training in Communications, Digital Media or related field;
- Minimum 2 years marketing experience;
- 2 years of experience creating content for social media platforms, such as Facebook, LinkedIn, Instagram, and Twitter;
- Customer service experience;
- Proficient in Microsoft Office Suite (especially Excel);
- Proficient in Adobe Creative Suite;
- Skilled in website administration (WordPress)
- Excellent interpersonal skills with the ability to communicate with people from a wide variety of backgrounds;
- Strong organizational and time management skills, coupled with the ability to effectively plan and prioritize;
- Availability to work occasional weekend and evening events;
- Availability to fulfill some weekend and evening on-call duties; and
- A valid 5F license with a clear driver's abstract.

### **Attributes**

Our business is built on a high standard of member care. We strive to exceed member expectations. We are also building a carsharing market from scratch in Winnipeg. To excel at the position, we need someone with:

- Excellent people and communication skills (warm demeanor/eagerness to help);
- Ability to work proactively and a selfstarter (able to initiate projects and does not need direct supervision);
- Proficiency with prioritizing tasks and projects, while staying well organized under pressure;
- Utmost level of professionalism and attention to detail;



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- Ability to work both independently and in a collaborative environment; and

### **What we offer**

Peg City Car Co-op is a growing company with room to move and opportunity to grow. We strive to invest in our staff. We are a friendly company that works to create a safe, respectful, and satisfying work environment. We aim to provide competitive wages to our staff as well as generous health insurance benefits and a vacation package.

### **How to apply**

Please send a cover letter and resume in PDF format to [philip@pegcitycarcoop.ca](mailto:philip@pegcitycarcoop.ca). Email should have the subject: **Marketing and Communication Hire**. Deadline to apply is January 3, 2022.

**If selected for an interview, please be prepared to provide a sample of marketing work completed.**

Only those selected for interviews will be contacted. Thank you for your interest in Peg City Car Co-op.