

ArrowHead Recruitments & Consulting

<https://arrowheadconsulting.ca/job/marketing-officer-11202/>

Marketing Officer

Description

Professional occupations in advertising, marketing and public relations analyse, develop and implement communication and promotion strategies and information programs, analyse advertising needs and develop appropriate advertising and marketing plans, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations, and for performers, athletes, writers and other talented individuals. They are employed by marketing and consulting firms, advertising agencies, corporations, associations, government, social agencies, museums, galleries, public interest groups, and cultural and other organizations, or they may be self-employed. Agents such as entertainment, literary and sports agents are included in this unit group.

Responsibilities

Job duties

Here are some of the main activities and tasks that Professional occupations in advertising, marketing and public relations have to perform, and some of the physical demands they involve:

- Assess characteristics of products or services to be promoted to determine marketing and advertising needs of an establishment
- Advise clients on marketing, advertising or sales promotion opportunities and strategies
- Develop strategies and related content for direct and digital marketing and advertising campaigns and implement them
- Manage post campaign analysis to measure and report on marketing and advertising metrics
- Develop and maintain social media accounts, including managing customer reviews and testimonials
- Develop, implement and evaluate public relations strategies and programs designed to inform clients, employees and the general public of initiatives and policies of businesses, governments and other organizations
- Conduct public opinion and attitude surveys to identify the interests and concerns of key groups served by their organization
- Prepare or oversee preparation of reports, briefs, bibliographies, speeches, presentations, Web sites and press releases
- Develop and organize workshops, meetings, ceremonies and other events and programs for publicity, fundraising and information purposes
- Arrange interviews, news conferences and other media events
- Act as spokesperson for an organization and answer written and oral inquiries
- Coordinate special publicity events and promotions for internal and external audiences
- Assist in the preparation of brochures, reports, newsletters and other material
- Represent and act as an agent for talented individuals or individuals with specific occupational expertise
- Prepare or oversee preparation of sports, literary, performance or other

Hiring organization

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Employment Type

Full-time

Beginning of employment

ASAP

Duration of employment

Permanent

Industry

Professional occupations in advertising, marketing and public relations

Job Location

Edmonton, Alberta, Canada

Working Hours

9 AM TO 5 PM

Base Salary

\$ 20/hr - \$ 24/hr

Date posted

May 1, 2025

Valid through

31.05.2025

contracts.

Workplaces and employers

Here are the typical workplaces where Professional occupations in advertising, marketing and public relations are employed and some of their main characteristics:

- Corporations
- Social agencies
- Cultural organizations
- Public interest groups
- Associations
- Advertising agencies
- Museums
- Governments
- Galleries
- Consulting firms
- Self-employed

Qualifications

Employment requirements

This is what you typically need for the job.

- A university degree or college diploma in business marketing, public relations, communications, journalism, museology or a discipline related to a particular subject matter is usually required.
- Practitioners in public relations may require an APR (Accredited in Public Relations) designation.