

**CANADIAN DENTAL HYGIENISTS ASSOCIATION  
POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	<b>Marketing and Communications Coordinator</b>
<b>REPORTS TO:</b>	<b>Marketing Manager</b>
<b>HOURS:</b>	<b>Full-time</b>
<b>LOCATION:</b>	<b>Ottawa</b>

---

**SCOPE OF POSITION**

The Marketing and Communications Coordinator is responsible for the administrative coordination and support of CDHA's marketing and communications (MarCom) activities that promote CDHA membership, products, and services. Essential skills include a strong commitment to membership service, superior administrative and organizational skills with excellent attention to detail and deadlines, and exceptional written and oral communication skills.

**KEY RESPONSIBILITIES**

General administration

- Coordinates and prepares (printing, packaging, shipping) mailings and shipments, e.g., student recruitment packages, author mailings, National Dental Hygienists Week™ (NDHW™) kits
- Maintains contact/distribution lists and internal folders and files for the marketing and communications team
- Drafts/responds to routine correspondence and refers complex issues to appropriate parties
- Sets up and coordinates email marketing campaigns and surveys via ActiveCampaign, Survey Monkey/Doodle Poll, etc.
- Provides photocopying and general admin support (meeting minutes, set up conference calls etc.)
- Maintains stationery and promotional item supplies and liaises with relevant suppliers
- Provides general administrative support to the director of marketing and communications and the marketing manager, as required.

Marketing & Communications Initiatives

- Coordinates activities related to the implementation of communications and marketing strategies and plans, including support for programs such as NDHW™, Superhero Competition, and other membership/marketing campaigns and contests
- Updates media lists, distributes media releases, and coordinates responses to

media requests. May assist with formulating media releases, backgrounders, key messaging, etc.

- Assists with research, writing, proofreading, and producing publications as required and provides support for production/distribution of publications, including *Oh Canada!* magazine, eNews, *Canadian Journal of Dental Hygiene*, and others
- Maintains publication archives
- Administers Job Board postings
- Assists with quality assurance of website by submitting content, coordinating projects in Basecamp, and proofreading areas of the website to ensure accuracy
- Makes outbound calls to support membership marketing strategy and provides membership services phone centre support when required
- Assists with maintaining CDHA's social media presence
- Coordinates membership presentations at dental hygiene programs, dental hygiene societies, provincial association events, and others as required
- Coordinates CDHA representation at provincial events and industry trade shows by identifying opportunities and ensuring logistics (contracts, show services, shipping, staffing assignments) are carried out (some travel may be required)

Performs other duties as required

## **CONTACTS**

### **Internal Contacts**

- Staff at all levels

### **External Contacts**

- CDHA members of all types
- Regulatory bodies and provincial and local dental hygiene associations
- Educators/faculty in dental hygiene programs
- Media
- Companies providing goods and services for the association (suppliers, tradeshow planners)
- Public

## **DECISION-MAKING AUTHORITY**

- Organizes workload and sets own priorities to meet deadlines on a number of concurrent activities
- Recommends action as appropriate and necessary
- Makes independent decisions, as appropriate, related to the above responsibilities

## **FORMAL EDUCATION AND TRAINING**

College diploma in marketing/advertising/public relations

## **EXPERIENCE**

- Three to five years of progressively responsible experience, preferably in a membership-based association

## **KEY SKILLS**

- Superior written and oral communication skills
- Broad and thorough knowledge of computer technologies and software, including the following: Microsoft Office Suite (MS Word, PowerPoint, Excel), Adobe products, database programs (iMIS preferred), project management (Basecamp preferred), and email software (ActiveCampaign preferred)
- Knowledge of office equipment and procedures
- Resourcefulness, with strong organizational and creative problem-solving skills
- Effective interpersonal skills and collaborative team player
- Ability to work independently to research, analyze, and synthesize information
- Well organized with effective project management abilities
- Works well under pressure and to deadlines

## **DESIRABLE QUALIFICATIONS**

- Fluently bilingual preferred
- Previous experience in a professional association
- Adobe Creative Suite or experience with other design software

**Approved:** September 22, 2021

**Reviewed:**

**Revised:**