

Temporary Opportunity

(approximately 12 – 18 months)

Position: Marketing & Program Coordinator
Job Posting: 013-014-2026
Department: CDES
Division: Economic Development
Status: Temporary Full Time

Wage Range: \$59,425 – \$70,761
Job Class: 1
Shifts: 35 hours/week
Posted: January 20, 2026
Closes: January 27, 2026, 4:30pm

Purpose:

- Provide guidance to a variety of clients on market intelligence, business planning and finances.
- Research new opportunities and resources for business.
- Support the delivery and marketing of programs for entrepreneurship.
- Support the Economic Development Division plans and staff.

Primary Duties and Accountabilities include, but are not limited to:

- Coordinate programs directed to small business and youth; e.g. Summer Company, Bridges to Better Business, Coworking, Incubation, etc.
- Assist clients with applications, training, information about programs and reporting requirements.
- Develop partnerships within the community to promote business and youth entrepreneurship opportunities.
- Market the services of the City and Millworks at events, within the community and region (catchment area).
- Organize and deliver workshops and presentations in support of programs and services.
- Assist in creation and development of marketing campaigns; manage content for various social media channels and provide information for updates to websites.
- Create and implement marketing campaigns relating to programs and services, events, and resources.
- Design and create marketing collateral, promotional materials, and communications.
- Work with various levels of staff on social campaigns and content creation.
- Identify and research private and public sector economic development funding opportunities.
- Build networks with businesses, schools, and agencies to identify and promote new opportunities for youth entrepreneurship and mentoring.
- Create and implement marketing campaigns relating to programs and services, events, and resources.
- Assist with maintaining reference and resource materials for clients (information kiosks).
- Compile various reports and results; e.g. annually / quarterly / monthly.
- Maintains client information in the corporate client relationship management system (CRM).
- Provide program information to clients; direct them to appropriate staff, as required.
- Other duties as assigned.

Qualifications:

- University Degree or College Diploma in related field, Business Administration, Marketing, Accounting, etc.
- One year related experience; counselling entrepreneurs on various aspects of starting/growing a business.
- Understanding of business and the regional economy.
- Development and working knowledge of multiple social platforms including Instagram, Facebook, LinkedIn, YouTube, etc
- Digital marketing and social media expertise, preferably in a professional environment.
- Computer literacy and experience in Microsoft software (Excel, Word, Outlook, PowerPoint, etc.), and publishing software.
- Possess strong analytical skills, including the ability to think strategically and creatively.
- Strong team player with ability to take initiative.
- Excellent research skills.
- Organize time and tasks successfully, meet deadlines, and ensure accuracy, in a fast paced environment.
- Excellent presentation, oral, and written communication skills.
- Ability to meet and interact with people in a pleasant, professional, and responsible manner.
- Experience in a not-for-profit and/or a municipal environment, is an asset.

To apply for this exciting opportunity, please provide a cover letter and resume highlighting your qualifications to:

Email human.resources@cityssm.on.ca
Subject line 013-14-2026 Marketing & Program Coordinator

❖ *The Corporation of the City of Sault Ste. Marie is an inclusive employer. Accommodation is available in accordance with the Ontario Human Rights Code and the Integrated Accessibility Standards Regulation, Part III, Employment Standards.*

❖ *In accordance with the Municipal Freedom of Information & Protection of Privacy Act, all information is collected under the authority of the Municipal Act, 2001, and will only be used during the selection process for the subject posting.*