

INTERNAL / EXTERNAL JOB POSTING

Marketing & Outreach Coordinator, AICLF

ISANS is seeking a full-time **Marketing & Outreach Coordinator, AICLF** to increase awareness and uptake of the Atlantic Immigrant Career Loan Fund program. The role of the coordinator is to engage prospective immigrants to enroll in the AICLF program and conduct business development activities and outreach to regulatory bodies, professional associations, multi-stakeholder work groups, settlement organizations and RBC banking branches throughout the Atlantic provinces –Nova Scotia, New Brunswick, PEI, and Newfoundland.

The AICLF is a micro-loan program to assist Internationally Trained Individuals (ITI's) in regulated and un-regulated professions to get their credentials recognized and to work in their (or a related) field.

Reporting to the Supervisor & Manager, Business & Workforce Integration, this position is responsible to:

Duties and Responsibilities:

- Develop and implement a comprehensive outreach strategy to raise awareness of the program amongst ITI's and key groups and organizations in the Atlantic region
- Conduct ongoing outreach, marketing and follow-up with regulatory bodies, professional associations, multi-stakeholder work groups, and settlement organizations across the Atlantic region
- Organize, develop, participate and/or present information and orientation sessions to recruit ITI's
- Promote and market AICLF program by attending immigrant job fairs, community cultural events and conferences
- Connect and refer ITI's to the appropriate AICLF Program Coordinator for further assessment
- Collaborate with Communications Team and perform other marketing duties as required included but not limited to updating /editing existing content for marketing materials such as presentation slides, flyers, brochures, and updating content for promotion of the program on social media platforms including LinkedIn, Facebook, Twitter, etc.
- Develop strategic relationships across the region
- Keep up to date on provincial labour market trends

General responsibilities:

- Provide information as required for internal/external reports, proposals, grants etc.
- Review and adhere to ISANS workplace health and safety policies; safety is everyone's responsibility
- Record all relevant employer and client information on databases in a consistent and timely manner as appropriate to the position
- Participating fully in regular staff meetings, team meetings, training and development and ISANS events
- Flexibility – ability to work some evenings and weekends as required
- Ability to travel across the Atlantic provinces
- Performing other duties as required

The ideal candidates for these positions will have the following:

Education:

- Bachelors Degree or equivalent combination of education and experience will be accepted
- Business Development , Sales, Public Relations diploma an asset

Experience:

- 2 years experience in a similar position
- Experience in public relations, marketing and/or sales
- Experience working in a cross-cultural environment; experience delivering direct service to immigrants preferred
- Experience with networking and partnership building

- Experience in group facilitation
- Experience delivering presentations

Skills:

- **Bilingual preferred (English-French)**
- Strong written and verbal English/French communication skills
- Ability to work independently and as part of a team
- Strong time management and organization skills
- Excellent MS Office applications skills
- Strong presentation skills
- Strong networking skills
- Full driving license and access to reliable vehicle essential

ISANS Core Competencies

Cultural Competency; Equity, Diversity & Inclusion

- Embracing the value that different perspectives and cultures bring to an organization

Collaboration

- Working collaboratively with others across the organization to achieve shared objectives

Continuous Learning

- Continually seeking new knowledge and skills, as well as developing existing capabilities

Innovative Thinking

- Introducing new ways of looking at problems and developing useful ideas that are new, better, or unique
- Holding self and others responsible and accountable to being transparent and principled in our approach and to meeting commitments

Respect

- Actively encouraging an environment of fairness, honesty and integrity for all

Terms of Employment:

- Indefinite- term contract
- Full-time 35 hours per week
- During the COVID-19 pandemic, your work location may be at ISANS' office or at home. Work location will be determined by operational requirements, public health recommendations, and government requirements.

Commencement Date: ASAP

Closing Date: Tuesday June 6, 2023 – 4 p.m.

To apply: E-mail your resume and cover letter merged into one document to careers@isans.ca, stating in subject line the position you are applying for.

ISANS is dedicated to inclusiveness, equity, and accessibility. We are seeking talented individuals to join our team and welcome applications from all diverse groups. We encourage applicants to self-identify in their cover letter and request any accommodation required to support them during the recruitment process.

Only those eligible to work in Canada will be considered for this position.

We wish to thank all applicants for their interest and effort in applying for this position. However, only candidates selected for interviews will be contacted.