

Industry Outreach Coordinator Calgary

Our client is a forward-thinking organization focused on a vision for education that inspires students to be technology creators and innovators. As part of their commitment to connecting with industry and post-secondary institutions, they are seeking a motivated individual to join their team and assist them in building valuable relationships, developing programs, and promoting their work through various marketing channels.

Job Description: As an Industry Outreach Coordinator, you will be instrumental in fostering connections with industry and post-secondary leaders, developing a robust contact database, and executing marketing strategies to enhance the company's programming. This is an entry-level position reporting directly to the Founder. They are looking for a driven individual who is eager to gain exposure to a wide range of companies and engage with senior-level professionals.

Responsibilities:

- Identify and engage with industry and post-secondary leaders in company's targeted areas of focus.
- Build and maintain a comprehensive contact database of industry and post-secondary contacts.
- Arrange and participate in meetings with industry representatives, post-secondary institutions, and internal STEM teachers.
- Collaborate with internal stakeholders to develop programs and processes that align with industry needs and enhance our offerings.
- Follow up with Industry and internal STEM teachers to ensure effective program implementation and feedback collection.
- Assist in the marketing and promotion of our initiatives through social media channels.
- Monitor industry trends, competitors, and best practices to identify opportunities for improvement and innovation.
- Support the Marketing team in executing various marketing campaigns and initiatives.

Qualifications:

- Bachelor or College degree in a relevant field. Self-starter with a proactive and enthusiastic attitude.
- Excellent verbal and written communication skills.
- Strong interest in STEM (Science, Technology, Engineering, and Mathematics).
- Highly organized with excellent attention to detail.
- Ability to work collaboratively in cross-functional teams.
- Proficiency in social media platforms and digital marketing strategies is a plus.
- Previous experience in industry outreach or marketing is beneficial but not mandatory.

If you are interested, please email catherine@catherinebrownlee.com.