

Communications, Marketing and Social Media Coordinator

Plug'n Drive (PND) is a non-profit organization committed to accelerating the adoption of electric vehicles (EVs) to maximize their environmental and economic benefits. Since 2011, Plug'n Drive has established itself as a leader in the electric vehicle industry, a trusted source of unbiased information about electric cars, charging station infrastructure and the benefits of electrified transportation. In May 2017, PND launched the Electric Vehicle Discovery Centre (EVDC), the first facility of its kind in the world focused entirely on providing an experiential learning environment for EVs. At this one-stop-shop, visitors learn about the benefits of driving electric, the electricity system that powers them, and have the opportunity to test drive EV models from leading manufacturers in a family-friendly, sales-free environment. Our offices are co-located at our EVDC.

We are seeking a passionate, motivated, marketer and communicator to join our fast-paced organization that operates in a rapidly growing industry.

As the Communications, Marketing and Social Media Coordinator, you will enter into a key role of responsibility within the organization, accountable for the management and development of our organizational content, email campaigns, and stakeholder outreach initiatives (including media, government, EV consumers/owners and sponsors among others). We are seeking a hardworking individual who can grow within the company, and has the potential to take on additional roles and responsibilities as we develop.

Key Responsibilities

Overarching Duties

- Develop marketing and communications strategies that help to build interest in electric vehicles, attract new visitors to the Electric Vehicle Discovery Centre, promote a wide range of events, and elevate Plug'n Drive's brand in the marketplace
- Create compelling content across all platforms that strengthens brand recognition and tells Plug'n Drive's story in a compelling fashion
- Ensure consistent branding/corporate identity across marketing communications channels
- Work strategically and collaborate effectively with a dedicated team of colleagues and senior level executives while exhibiting flexibility and adaptability with challenges
- Proactively seek out media opportunities as opposed to reactive earned media
- Research and understand the context of electric vehicles, the audience and the roles within the industry to generate topical and timely content
- Analyze the efficacy of content pieces and drive improvements
- Effectively communicate the activities and outcomes of Marketing campaigns to Senior Management
- Constantly seek ways to innovate and improve processes, content and the overall value offering



Key Roles & Responsibilities

Content Creation: Writing, Editorial and Publishing

Manage the strategizing, writing and timely/cost effective production of cross-channel content (education materials, promotional collateral, blog posts, articles, infographics, and social media posts for distinct audiences) including:

- Annual report
- Electronic newsletters monthly
- Executive communications and power point presentations
- E-communications and invitations
- Work with sponsors on content generation strategies
- Plan and execute content distribution schedules
- Seek out media and other collaborative opportunities
- Manage master list of e-contacts
- Develop sponsorship proposals and pitch packages (considered an asset)
- Track and report on the activities and outcomes of marketing campaigns

Website

- Direct content strategy for the website
- Oversee continual enhancements of website
- Ensure integration between print and online efforts
- Edit content for website and other electronic communication usages

Public Relations

- Help to generate publicity for Plug'n Drive through op-eds authored by senior management
- Uncover new PR story angles/topics on electric vehicles
- Serve as Plug'n Drive resource for relevant industry news stories and trends
- Seek out optimal media and public speaking opportunities

Photography and Video Production

- Working with photographer/videographer, develop story ideas and conduct interviews
- Supervise editing process
- Oversee distribution of videos via marketing communications channels



PLUG 'N DRIVE

The ideal candidate will have

- Bachelor's degree in Marketing, Communications, Journalism, or related field preferred
- Minimum 2 years' experience in marketing communications, preferably in a non-profit environment (3-5 years experience preferred)
- Superior writing, editing, communication, and presentation skills, as well as strategic thinking ability, and creative problem-solving skills
- Excellent organizational skills and ability to meet multiple deadlines
- The ability to work in a fast-paced environment and manage multiple ongoing projects
- Technical writing skills and the ability to generate strong content for B2B audiences
- Familiarity with and passion for maximizing benefits of social media channels and content distribution strategies
- A desire to learn about new industries and businesses
- A desire to grow within the company
- Design or aesthetic skills, and the ability to generate visual content. A keen eye for design; experience with graphic design a plus
- Experience with Adobe Photoshop, Illustrator or InDesign will be considered an asset (but not a necessity)
- Demonstrated interest and enthusiasm for environmental/climate change issues considered an asset

Working hours: Normal business hours are 9.30 a.m. to 5:30 p.m. Monday to Friday. Occasional events in the evening and weekends may be required.

The Plug'n Drive office is located in North Toronto at the Electric Vehicle Discovery Centre, 1126 Finch Ave West (Dufferin and Finch). Please email your expression of interest to info@plugndrive.ca by July 20, 2019. No phone calls please.