Job Description
CSIA Marketing Content Coordinator

Job Title: Marketing Content Coordinator (Bilingual)
Reports to: Director, Marketing & Communications
Direct Reports: None
Status: Permanent, full-time position
Location: Remote within Canada.

SUMMARY

Reporting directly to the Director, Marketing & Communications, the Marketing Content Coordinator produces and publishes CSIA's social media and creative content in both official languages, develops presentation templates and collateral for the organization, provides marketing support to snow schools and industry partners promoting CSIA programs, and coordinates sponsorship fulfilment and CSIA's marketing presence at events and trade shows.

CSIA's education and certification work anchors its marketing. Rather than originating long-form video, this role adapts and amplifies the educational content produced by the Programs & Education department, and creates the social-first and campaign creative that carries it to members, prospective instructors and the wider ski industry. The role works in close collaboration with the Marketing & Campaigns Specialist.

PRIMARY RESPONSIBILITIES

Social Media & Community Management

- Plans, schedules and publishes bilingual content across all CSIA social media channels, maintaining the social content calendar in Asana.
- Monitors comments, direct messages and mentions; responds in CSIA's brand voice and escalates issues, complaints or reputational concerns to the Director.
- Tracks engagement, reach and member sentiment; prepares monthly summaries of performance, trends and recommendations, and shares insight with the Marketing & Campaigns Specialist to inform campaign planning.
- Monitors platform trends and formats, and recommends new approaches to reach CSIA's member segments.

Content & Creative Production

- Creates on-brand graphics, short-form video edits and social assets working from established templates in Canva and HubSpot.
- Adapts and repurposes educational video, photography and course content produced by the Programs & Education department into marketing and social content.
- Produces creative assets in support of campaigns led by the Marketing & Campaigns Specialist, working to campaign briefs and deadlines.
- Maintains the digital asset library (photography, video, logos and member imagery), including file organization, usage rights and consent records.

- Applies CSIA brand standards to all content and routes work for approval through the department's content approval workflow.

Presentation & Collateral Support

- Develops and maintains CSIA's PowerPoint template suite, keeping it current with brand standards and accessible to all departments.
- Produces presentation decks and supporting collateral for the Director, the senior leadership team and organizational events, working from supplied content.
- Produces printed and digital collateral for events, presentations and promotions, including coordination with print suppliers.
- Provides practical guidance to other departments on the use of templates and brand assets.

Channel Partner & Industry Marketing Support

- Works with snow schools, resorts and industry partners to promote CSIA programs, certification pathways and course offerings through their own channels.
- Develops and maintains a bilingual partner marketing toolkit including customizable templates, posters, banners, digital and social assets, and approved key messaging.
- Manages incoming partner requests end to end: intake, prioritization, production, turnaround and follow-up, keeping a clear record of commitments and deadlines.
- Maintains the distribution point for partner assets so that partners can self-serve wherever possible, and keeps materials current each season.
- Reviews partner-produced materials for adherence to CSIA brand standards, escalating concerns to the Director.
- Tracks partner uptake and feedback, and recommends new or improved assets based on what partners actually use.

Sponsorship & Partner Administration

- Administers sponsorship agreements: tracks deliverables, renewal dates and fulfilment checklists, and flags upcoming renewals to the Director, who holds contract authority.
- Coordinates with Finance on sponsor invoicing, and manages in-kind sponsorship materials.
- Ensures sponsor recognition is accurate and current across CSIA web, social and print channels.
- Coordinates sponsor activation and visibility at CSIA events and trade shows.
- Prepares sponsor fulfilment summaries for the Director and for partner reporting.

Event & Trade Show Marketing

- Supports the promotion of CSIA national events, sponsor events and trade show participation, including promotional materials and channel scheduling.
- Coordinates CSIA's marketing presence at trade shows and events: booth materials, signage, collateral, giveaways, inventory and shipping.
- Provides social media coverage during events, including on-site content capture where travel is required, and produces post-event recap content.
- Maintains the marketing calendar of CSIA events and industry trade shows. Event logistics, registration and member activities are led by Membership Services.

- Performs other related duties as assigned by the Director.

QUALIFICATIONS AND EXPERIENCE

- A university or college degree or diploma in marketing, communications or a related field.
- One to three years' experience in a content, social media or marketing coordination role.
- Fully bilingual, with strong writing and editing skills in both French and English. This position requires the ability to create publication-ready content in both official languages.
- Practical knowledge of social media management and publishing tools, and of the major social platforms and their current formats.
- Basic graphic design skills, working confidently from templates in Canva and HubSpot; basic video editing for short-form social content.
- Competence in Microsoft PowerPoint, including template development and presentation production.
- Working knowledge of Asana or a comparable project management platform, and of Microsoft 365.
- Highly organized and detail-oriented, with the ability to track deadlines and administrative commitments across several concurrent files.
- A service-oriented approach and comfort managing requests and expectations with external partners and suppliers.
- Interest in or knowledge of skiing, snowsports or the outdoor recreation industry is an asset.

CORE COMPETENCIES

- Interpersonal and Communication Skills
- Membership and Stakeholders Focus and Quality of Service
- Decision Making and Initiative
- Conflict Management

JOB SPECIFIC COMPETENCIES

- Personal effectiveness
- Creativity and innovation
- Attention to detail and organization
- Collaboration and service orientation
- Ability to multi-task

REQUIREMENTS

- This position is performed remotely within Canada; a hybrid schedule based at the CSIA head office in Montreal is preferred.
- Travel within Canada is required several times a year to support national events, trade shows and content capture.

- The role may require work beyond normal hours during events and peak season, including occasional evenings and weekends.
- The successful candidate will be required to undergo an Enhanced Criminal Record Check and/or vulnerable sector check, safe sport training and other screening requirements.
- A valid Canadian driver’s license is required.