

## Digital Marketing Coordinator

Posted April 15, 2026

This position supports the mission of the Crisis & Trauma Resource Institute (CTRI) and its subsidiary, ACHIEVE Centre for Leadership (ACHIEVE). Our hope is to create a trauma-informed world and help create great workplaces through our training and consulting services.

As a member of our marketing team, the chosen candidate will support the day-to-day execution of marketing initiatives across a variety of projects, social media platforms, and administrative functions. This role is ideal for someone who is organized, detail-oriented, adaptable, and comfortable contributing to a mix of marketing coordination, content support, data entry, and digital platform work.

This is a fast-paced job that requires strong organizational skills, attention to detail, and a willingness to support a wide range of marketing initiatives. Technical confidence, comfort learning new systems, and the ability to handle both routine and project-based work are important strengths in this role. As is the case with all positions at CTRI/ACHIEVE, this role will evolve over time in support of the company and in connection with the strengths of the person hired. This role reports to our Content Marketing Manager.

**Start date: as soon as possible**

### Work Hours, Wages, & Benefits

This is a full-time position with some flexibility regarding start and stop times. CTRI currently defines full time as **33.75 hours per week**. The successful candidate will work from our offices at 555 Broadway in Winnipeg.

**Wage Range: \$52,000-\$64,000, based on experience.**

**Benefits:** An extended benefits package is available after three months of employment.

### Key Duties Include

- Supporting the day-to-day execution of marketing projects and initiatives
- Responsible for creating, editing, and proofing written content for digital platforms including website, email, and social.
- Develop and schedule engaging content across multiple social media platforms
- Maintain and manage a content calendar
- Assisting with updates in digital ad platforms and marketing tools
- Data entry and working with information in spreadsheets, trackers, and internal systems
- Helping maintain organized files, records, and marketing documentation

- Supporting basic website content entry and WordPress updates as needed
- Assisting with quality assurance checks and attention to detail across marketing materials
- Other marketing-related projects as assigned

### **Required Qualifications/Skills**

- Strong technical ability and confidence learning new digital tools and systems
- In-Depth understanding of social media platforms and how content is published and managed across channels
- Familiarity with digital advertising platforms and campaign-building processes an asset
- WordPress and WooCommerce experience is an asset
- Strong attention to detail and ability to quality check work carefully
- Strong written communication skills and attention to detail
- Ability to manage multiple projects simultaneously
- A strong aptitude for using AI to assist with content ideation and generation.
- Flexible, dependable, and willing to support a variety of marketing initiatives
- Strong collaboration skills and team contributor
- Self-motivated and able to work independently
- Personable, friendly, and grounded
- Demonstrated commitment to our core values which are:
  - Joy – We Find Joy in Work and Our Relationships
  - Togetherness – We Do Great Work Together
  - Improvement – We Seek Feedback and Act to Improve
  - Authenticity – We Practice What We Teach

### **Closing & Interviews**

Applications will be accepted until May 15<sup>th</sup>, Successful applicants will be contacted for a brief initial interview. Full-length interviews will take place soon after.

### **To Apply**

**Please send the following in one attachment:**

1. Resume
2. Cover letter
3. 3 work-related references
4. a response to the following questions:
  - a. What do you do to contribute to a healthy, vibrant work culture?
  - b. What is your understanding of the work of CTRI and ACHIEVE?
  - c. How does the position of Digital Marketing Coordinator help in fulfilling our mandates?

Send Applications To:  
Scott@ctrinstitute.com