

Marketing and Events Coordinator

Mechanical Contractors Association of Canada (MCAC)

Ottawa, Ontario | Full-Time

About Us

The Mechanical Contractors Association of Canada (MCAC) is a leading national trade association representing the interests of mechanical contractors across the country. We are committed to advancing the industry through advocacy, education, events, and member engagement.

Position Summary

The Marketing and Events Coordinator is responsible for supporting the development and execution of MCAC's marketing, communications, and national events. This role blends creative marketing with hands-on event coordination, helping to promote MCAC initiatives, enhance member engagement, and deliver high-quality events.

Reporting to the Events Manager, the Coordinator ensures that MCAC's events are effectively promoted, well-executed, and aligned with the association's strategic priorities.

Key Responsibilities

Marketing/Communications

- Manage and grow MCAC's social media presence through consistent, engaging content.
- Create and publish marketing materials, including posts, graphics, videos, newsletters, and website updates.
- Support the execution of internal and external communications (e.g., newsletters, press releases, website content).
- Ensure consistent messaging and branding across all platforms.
- Maintain and update the website and digital tools, including content management systems and databases.

Events Coordination

- Support the planning and execution of national events, including conferences, board meetings, webinars, and industry events.
- Assist with event logistics such as registrations, venue coordination, A/V, catering, and on-site support.
- Work with the Events Manager and team to ensure seamless event delivery and positive attendee experiences.
- Coordinate event promotion and communications in collaboration with marketing efforts.

- Assist with online registration systems and attendee communications.

Membership and Sponsor Engagement

- Support member engagement initiatives and communications to enhance satisfaction and retention.
- Assist in managing sponsorship engagement and tracking for events and programs.
- Assist with CRM/database updates as required.
- Gather feedback (surveys, event evaluations) to improve programs and services.

Qualifications

- Post-secondary education in marketing, communications, event management, or a related field.
- 2+ years of experience in marketing and communications.
- Experience with event coordination.
- Proven capabilities in graphic and creative design, including the use of content creation tools such as Canva and the Adobe Creative Suite.
- Strong written and verbal communication skills.
- Excellent organizational and project management abilities.
- Experience with social media platforms and driving engagement.
- Familiarity with website CMS and event management systems (e.g., Pheedloop, GrowthZone) is an asset.
- Ability to work independently and collaboratively in a small team environment.
- Knowledge of the mechanical contracting or construction industry is an asset.
- Association or not-for-profit experience is an asset.

Key Competencies

- Creative thinking and attention to detail in writing and design formats
- Strong time management and ability to manage multiple priorities
- Relationship-building and stakeholder engagement
- Adaptability in a fast-paced, multi-project environment
- Customer service and member-focused mindset