

Haltech Regional Innovation Centre is seeking a Marketing and Community Engagement Coordinator to join our team and work with International Businesses.

About Haltech

Haltech works with technology companies to accelerate innovation for business growth. We are a non-profit organization that helps technology entrepreneurs and companies to connect, collaborate and transform good ideas and product innovations into well positioned, growing ventures. Since 2011 we have supported over 1,000 startups and entrepreneurs in Halton region with our wide range of free advisory services that includes: Business Innovation Advice, Entrepreneur Development and Corporate Innovation Support. Learn more at www.haltech.ca

As a member of our team, you will be introduced to southern Ontario's thriving innovation and entrepreneurial ecosystem and can contribute to its growth and success. We believe that diversity of thought, background, and experience is key to driving innovation, and we are dedicated to fostering a culture of inclusivity and collaboration. Join us in unlocking the potential of our community and making a positive impact on the world around us.

Job summary and key responsibilities: Marketing and Engagement Coordinator Acceleration+

Haltech is seeking a client-minded and resourceful individual with skills in communication, organization, and an interest in helping international businesses with their move to Canada. A passion for entrepreneurship and technology innovation will support this person's success. This full-time contract position is available at Haltech's Main Office at TechPlace Burlington.

The Marketing and Engagement Coordinator will report to the Haltech C.E.O with supervision provided by the Program Director of the Acceleration+ Program. The main role of the Marketing and Engagement Coordinator is to work closely with the program director and stakeholders to plan and execute activities related to the delivery of the Acceleration+ program and related services.

Key Responsibilities:

- Develop and execute community engagement programs and initiatives to support the startup community.
- Build and maintain relationships with startup founders, investors, mentors, and other stakeholders in the startup ecosystem.
- Collaborate with the marketing team to create compelling content and messaging for community engagement efforts.

- Organize and manage events, workshops, and other programming to support the growth of the startup ecosystem.
- Manage the accelerator's social media accounts, including creating and posting content and engaging with the community.
- Coordinate with the accelerator team to ensure that community engagement efforts align with the accelerator's goals and objectives.
- Collect and analyze data to measure the impact of community engagement efforts and make recommendations for improvement.
- Collaborate with the acceleration+ team to ensure that marketing efforts align with the accelerator's goals and objectives.
- Plan and execute events, including workshops, networking events, and other programming that supports the accelerator's mission and goals.
- Other duties as assigned.

Key stakeholders:

- **Haltech:** CEO, Program Director, Events Manager, Marketing Manager, Client Services
- **LatAm Starups:** CEO and various team members
- **TechPlace:** Entrepreneurship Manager, Marketing
- **Innovation Factory:** Client Services, Marketing, Operations

Desired skills and experience:

- Bachelor's degree or similar, entry-level position with experience in Business Administration; Marketing or Communications; knowledge of STEM areas is an asset.
- Experience in a non-profit environment, market research or technology innovation/startup incubator organization is an asset.
- Ability to prioritize multiple tasks under tight deadlines and deliver quality work in a timely manner.
- Excellent interpersonal skills with the ability and confidence to interact with various levels of the organization.
- Ability to analyze data, create reports and present findings (requires proficient use and experience with Microsoft Office software – Excel, PowerPoint, Word and Dynamics CRM)
- Strong communication skills (both written and verbal); ability to communicate in other languages is an asset.

- Ability to work both independently with minimal supervision and accept guidance from various members of Haltech's team.
- Excellent organizational and project management skills
- Familiarity with social media platforms and tools

Working Conditions:

- 5 days per week; 35 hours per week; full time fix term contract April – March 31, 2024
- The role will be primarily at TechPlace but has some flexibility to accommodate work from home. On occasions, the Marketing and Engagement coordinator may be asked to work from Innovation Factory offices located in Hamilton.
- Some localized travel may be required (GTA)

Annual Salary: \$45,000 - \$50,000/year

To apply, please submit a resume and cover letter to info@haltech.ca

Diversity, Equity and Inclusion at Haltech:

Haltech Regional Innovation Centre (Haltech) is committed to the principles of equity, diversity, and inclusion in all aspects of our organization. We believe we are stronger when we not only celebrate our many differences, values, and voices, but include them in practice. This means our organization actively works to understand and remove barriers to equity and inclusion, be they systematic, physical, or otherwise. In addition, we are committed to ongoing learning and development in the areas of equity, diversity, and inclusion so that we can apply an "equity lens" in all areas of our business. Further, Haltech will adhere to the *Ontario Human Rights Code* and the *Accessibility for Ontarians for Disabilities Act* at all times.

Haltech is a supportive atmosphere in a community-focused office. Haltech's hiring practices are aligned with human rights laws, which guarantee every person equal treatment in regard to employment and opportunity for employment, regardless of race, colour, creed/religion, sex, sexual orientation, marital status, age, mental or physical disability.

Only those candidates selected for an interview will be contacted.

Thank you for your interest in Haltech.