



Marketing Coordinator

Full-Time Permanent

Channel Zero Inc. has a full-time opportunity for a Marketing Coordinator. This role has flexible work options, including working out of our Channel Zero location at 2844 Dundas St. W, our Hamilton office at 4 Innovation Drive, Dundas, ON (Hwy 5 & Hwy 6, Clappison's Corners), and/or to work remotely from home at Channel Zero's sole discretion.

Job Summary:

The successful candidate will work closely with in-house Creative Services, Programming, Editing, and Master Control teams. The Marketing Coordinator will be the primary point of contact from Channel Zero to the public, and they will be the primary liaison for the following areas of the marketing plan:

Digital Content Creation:

- Act as primary content creator for the entertainment vertical of CHCH TV and other Channel Zero entertainment brands on digital platforms, including:
 - Social Media (Facebook, Twitter, Instagram, LinkedIn and more as assigned)
 - Digital Video & Connected TV platforms (YouTube, Vimeo and more as assigned)
 - Websites (CHCH TV website and more as assigned)
 - And more options, products and services as we continue to evolve and grow
- Build content calendars based on core promotables from programming and marketing plans
- Proactively seek out, recommend and implement social media trends
- Perform social media audits, competitor analysis and create client reports
- Research and share recommendations on emerging technologies, platforms and opportunities

Audience Relations:

- Be the primary voice of CHCH TV and other Channel Zero entertainment brands to the public:
 - Moderate and respond to viewer comments and inquiries via email and voicemail
 - Reach out to appropriate departments for input in developing responses to specific inquiries (e.g. Programming, News)
- Act as a key contributor for moderating CHCH News brand in the social media space:
 - Coordinate efforts with the CHCH News team to ensure frequency and effectiveness of breaking news information
 - Assist with formal CRTC and NAB processes
 - Maintain and develop FAQ guidelines based on feedback and best practices

On-Air Promotion:

- Manage inventory of on-air station promos for CHCH, Rewind, and Silver Screen Classics
- Strategically schedule station promos in available airtime using traffic and scheduling software
- Assign traffic item house numbers, and maintain an accurate database of house numbers relating to current promo content
- Connect with Traffic & Master Control daily regarding log completion, promo processing, scheduling changes, emergency swaps, etc.
- Work closely with Programming to ensure marketing messaging is accurate, and action is taken to update when schedule changes occur



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Other:

- Hands-on involvement in annual projects (Spring Upfront, Fall Launch, Christmas Toy Drive, etc)
- Other duties as assigned

Required Skills & Qualifications:

- 1-3 years' experience in a similar role
- Social media content creation (understanding of algorithms a key asset)
- Creative and promotional copywriter who and can actively engage the public
- Enthusiastic, self-motivated, quick learner
- Strong attention to detail, spelling and grammar
- Excellent communication and interpersonal skills
- Keeps manager well informed of all assignments, deliverables, issues and challenges
- Ability to multi-task, prioritize, and meet tight deadlines in fast-paced environment
- Ability to work independently, and collaboratively as part of a team
- Experience in presentation building through PowerPoint, Google Slides, or equivalent
- Experience with Wordpress and basic HTML is an asset
- Post-secondary education preferred, with a marketing degree or equivalent

All employees are required to be fully vaccinated with a COVID-19 vaccine series. The company requires proof of vaccination of all employees. Accommodations will be given due consideration for mandatory exceptions.

Quoting ref# MC-2021-11, please send your résumé with cover letter and salary expectations, in confidence to: careers@chz.com (no phone calls please)

Channel Zero Inc. is a member of the Channel Zero group of companies and along with its subsidiaries, affiliates, and related companies is an equal opportunity employer dedicated to diversity in its workforce. Please note that all qualified candidates are encouraged to apply but applications from Canadians and permanent residents will be given priority. We thank all applicants for their interest; however, only selected candidates will be contacted. No telephone calls or agencies please.

About Channel Zero Inc.

Channel Zero is an independent Canadian media company that owns over-the-air channel CHCH-TV and specialty channels Rewind & Silver Screen Classics. Channel Zero's digital sales agency Junction Digital offers advertisers marketing solutions on our owned and operated websites and social media platforms and beyond, via our trading desk. The film division of Channel Zero features Quat Media, an Academy Award® winning film sales and distribution company, and Channel Zero Studios, a creative production arm that brings scripted and unscripted projects to life with innovative partnerships. Channel Zero's head office is located in Toronto. For more information, please visit chz.com.

