

# Marketing Design & Content Creation Coordinator



**Salary Range:** \$48,626 - \$60,783

*This posting is for an existing vacancy*

At Sienna, we empower our team members across Ontario, British Columbia, Saskatchewan and Alberta to help our residents live the life they desire and deserve. Our purpose is simple: **to cultivate happiness in daily life!**

**What Sienna Offers:** We aspire to cultivate an environment and culture where team members feel valued, heard and empowered to do meaningful work. We offer a number of programs and benefits that support team members' financial, personal and professional needs:

- A competitive compensation and vacation package
- Employer Paid Health & Dental Benefits
- RRSP with Company Match
- Share Ownership and Reward Program (SOAR)
- Employee Share Purchase Plan with Company Match
- Continuous learning and growth so you have the skillset needed to succeed and take on new challenges
- A welcoming culture that values diversity and differing perspectives, experiences and beliefs
- **Location:** Markham Ontario
- **Working Arrangement:** 100% On-Site

**What You'll Be Doing:** Reporting to the Senior Manager, Brand Management, the **Marketing Design & Content Creation Coordinator** is responsible for executing and optimizing marketing initiatives to enhance brand visibility, engagement and lead generation. This role is responsible for managing content across various platforms, coordinating campaigns and analyzing performance metrics to ensure alignment with overall marketing strategies.

## **RESPONSIBILITIES:**

### Graphic Design & Print Collateral

- Create visually compelling print and digital materials (flyers, brochures, posters) that align with brand identity and resonate with target audiences.
- Maintain brand consistency across all creative assets while incorporating modern design trends and AI-assisted enhancements.

### Video Editing & Motion Design

- Edit and produce engaging short-form videos for marketing campaigns, webinars, and social media graphics.

- Optimize video content for multi-platform distribution, leveraging AI tools for captioning, personalization, and performance analytics.

#### AI-Powered Content Creation

- Harness AI platforms to create new content and transform existing content including copy and visuals into fresh, dynamic AI optimized formats.
- Collaborate with Digital Marketing team on development of SEO-driven content for an AI-optimized website and digital presence.
- Champion the adoption of emerging AI tools for creative and content generation.

#### Content Management & Organization

- Audit, categorize, and optimize marketing assets for reuse and scalability.
- Collaborate cross-functionally to ensure timely delivery of creative projects and miscellaneous projects to support the Marketing team.

#### **Who you are:**

##### Work Experience / Education / Certification

- Bachelor's Degree in Graphic Design, Digital Media, Marketing, Communications or a related field.
- 2+ years' experience in a marketing, creative services or similar role.
- Experience in video editing and graphic animation.

##### Competencies / Skills / Attributes

- AI Proficiency, hands-on experience with AI content tools and ability to leverage generative AI into design and content development.
- Knowledge of AI-driven content strategies for SEO
- Excellent organizational and project management skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Excellent verbal and written communication skills.
- Experience working with Adobe Illustrator.
- Experience working with Microsoft Suite (Word, Outlook, Excel, PowerPoint, etc.)

#### **What you need to know:**

- Any offer of employment will be conditional upon a criminal background and references check.
- We will review applications as they are received. Only those candidates selected for an interview will be contacted.
- Sienna Senior Living may utilize artificial Intelligence to screen or assess applicants for this position.

***Sienna Senior Living is committed to employment equity, diversity, and inclusion in the workplace. In***

*accordance with provincial regulations, upon request, support will be provided for accommodations throughout the recruitment, selection, and assessment process.*

Interested applicants can send their resume to [careers@siennaliving.ca](mailto:careers@siennaliving.ca) with the **Subject Line:** First Name, Last Name: Application for Marketing Design & Content Creation Coordinator