

Marketing Assistant | Edmonton, Alberta
Full-Time, In-Office

About Us

Windspeaker Radio Network is Western Canada's largest Indigenous radio broadcaster and home to CFWE North & CJWE South, Raven Radio Network, and Red Beats! As Alberta's fastest-growing radio network with over 31 transmitters, we are deeply rooted in community. We are proud to offer Indigenous language programming in Nakota Sioux, Cree, Dene, Blackfoot, and Michif. By amplifying Indigenous stories and celebrating our heritage, we are dedicated to preserving our culture, our language, and our people.

The Role

As a team member reporting to the Marketing Coordinator, this role is a dynamic, multi-faceted position that blends creative content production with hands-on event logistics across four radio networks. You will be responsible for developing and executing multi-channel promotional campaigns and sponsorship opportunities while serving as a primary brand ambassador at live broadcasts and community events. Your day-to-day will involve running contests on-air, online, and across social media and coming up with cool promotions! You are highly organized, adaptable, professional and capable of handling physical event setups, recording voice-overs, and collaborating with teams to drive listener engagement across both digital and on-air platforms.

What You'll Do

- Develop and execute multi-channel promotional campaigns and sponsorship opportunities across four radio networks, driving listener engagement through on-air, online, and social media contests and promotions
- Attend remotes, live broadcasts and station events to establish a station presence, engage with listeners, and promote brand initiatives serving as the brand ambassador including distributing promotional items. Remote and event setup and teardown.
- Assist with the coordination of events including open houses, listener appreciation party, bingo bashes and special events
- Manage promotional inventory, including gear, merchandise, marketing collateral, tents, and equipment, ensuring accurate records.
- Prepare bi-weekly competitive analysis reports and present key insights to the leadership team.
- Oversee prize fulfillment and contest details using PromoSuite.
- Maintain and update online event calendars and station websites.
- Participate in marketing and on-air meetings, as well as station planning sessions.
- Design graphics for online and social media platforms; experience with Canva or Adobe Illustrator is preferred.



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- Create engaging digital content for online and social media to grow our audiences and drive engagement. Monitor and report on social media metrics.
- Schedule and manage weekly *Voices of Our People* postings on Facebook and Instagram.
- Record voice-overs for commercials and write promotional advertisements as needed.
- Perform other duties as assigned by the Marketing Coordinator.

Qualifications

- Strong organizational and creative thinking skills. Ability to pivot on projects to achieve organizational outcomes
- Flexible availability, including early mornings, evenings, and weekends
- Excellent customer service skills and engaging with listeners
- Solid understanding of social media best practices and current trends
- Photography and videography experience; proficiency in video editing and graphic design is an asset
- Valid Class 5 Alberta Drivers License. Must meet age requirements (25+) as stipulated by our commercial insurance provider to fulfill driving responsibilities. Special consideration may be given for the ideal candidate.
- Capable of working both independently and collaboratively, with minimal supervision
- Experience with PromoSuite or CRM software is considered an asset
- Proficiency in MS Office Suite, including Outlook, Excel, Word, and PowerPoint
- Familiarity with Teams, Zoom, or Google Meet
- Able to lift 50 lbs and stand for extended periods of time

What we Offer

- Competitive salary based on experience
- A collaborative and supportive environment
- Benefits package after successful completion of probation period
- Free Parking

Apply

If you are interested in starting your career in radio, we encourage you to send your cover letter and resume to jobs@windspeakermedia.com with Marketing Assistant in the subject line. In our commitment to amplifying Indigenous voices, we strongly encourage applications from First Nations, Métis, and Inuit individuals who are passionate about sharing our culture and stories. Windspeaker Media is an equal opportunity employer and does not discriminate based on race, gender, religion, sexual orientation, or disability as outlined in the Alberta Human Rights Act. Please no phone calls, only shortlisted applicants will be notified for an interview.



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