



Cyber Catalyst Inc

March 30, 2026

Marketing Implementation Coordinator (2026-04)

Location: Remote (Canada)

Position Type: Project-based contract (12 months with opportunity for renewal)

Compensation: \$30 per hour

Cyber Catalyst Talent Solutions is seeking a **Marketing Implementation Coordinator** to support the national rollout of our Marketing & Outreach Strategy for cybersecurity workforce programs serving Canada's Military-Connected Community.

This role focuses on implementation—making it ideal for a detail-oriented marketing coordinator who excels at managing campaigns, content calendars, creative assets, and multichannel outreach. You will help ensure that veterans, transitioning CAF members, military spouses, rural learners, and other priority groups are aware of training pathways in cybersecurity, networking, and digital technology.

Marketing at Cyber Catalyst is a systems function—connecting learners, partners, and workforce outcomes. If you're energized by structured campaign execution and meaningful community impact, this role is for you.

Key Responsibilities

Campaign Execution & Scheduling

- Implement the integrated Marketing & Outreach Strategy
- Coordinate campaign rollouts tied to program recruitment cycles
- Maintain the marketing tracker, calendar, and messaging alignment

Creative Asset Coordination

- Work with designers and contractors to produce social graphics, email assets, posters, one-pagers, and event materials
- Ensure brand consistency and maintain version control



Channel Management & Content Placement

- Schedule and publish content across LinkedIn, Facebook groups, email lists, website updates, and partner/community channels
- Coordinate outreach through MFRCs, veteran organizations, colleges, municipal networks, and traditional media

Partner Outreach & Community Engagement

- Distribute approved materials to partner organizations
- Coordinate joint announcements and maintain outreach logs

Event Promotion

- Support promotional campaigns for webinars, info sessions, and recruitment events
- Post announcements and track registrations

Campaign Tracking & Reporting

- Track activity, engagement sources, and recruitment outcomes
- Maintain a marketing dashboard and prepare periodic summaries

Qualifications

Required

- 2–4 years of marketing coordination, communications, or campaign management experience
- Experience managing multi-channel campaigns
- Strong organizational and project coordination skills
- Experience with social media scheduling and email platforms
- Excellent written communication with strong attention to detail

Preferred

- Experience with military, veteran, and public sector communities
- Background in workforce development, training, or education settings
- Familiarity with cybersecurity workforce initiatives



- Bilingual English/French

Who Thrives in This Role

You are structured, organized, and outcome focused. You value consistent branding, efficient coordination, and tracking results that matter—registrations, inquiries, and program participation. You build strong relationships with partners and enjoy working behind the scenes to ensure campaigns run smoothly.

Cyber Catalyst strongly encourages applications from:

- Canadian Armed Forces veterans
- Transitioning CAF members
- Military spouses and partners
- Individuals with lived experience in military transition environments

Why This Role Matters

Your work directly supports:

- Increasing access to cybersecurity training paths
- Empowering veterans and military families
- Strengthening Canada's cybersecurity workforce
- Improving cyber resilience in municipalities and public institutions

If you're looking to apply your marketing coordination skills toward a purpose-driven national initiative, we'd love to hear from you.

How to Apply

Applications will be reviewed on an ongoing basis until a decision is made.

Please submit your application through the online portal at www.cybercatalyst.io/jobs, including a resume and cover letter.

Questions can be submitted to HR@cybercatalyst.io. Please include the following in the subject line: [Marketing Implementation Coordinator (2026-04)]

