

### JOB DESCRIPTION

<b>Position: Marketing Coordinator</b>	<b>Department: Marketing</b>
<b>Reporting relationships: Marketing Manager</b> <b>Direct reports: N/A</b>	<b>Effective date: TBD</b>

**Position overview:** The Marketing Coordinator will take a hands-on approach to marketing activities and assist with the execution and maintenance of marketing campaigns, content development, and website management.

**Primary responsibilities:** Contribute to a growing marketing team, primarily supporting our email marketing, content development, website, and tradeshow strategy.

**Specific duties:**

**Website & Content Management:**

- Work with our marketing team to create web content, brochures, newsletters, customer success stories, and manage our communication channels.
- Update website content in WordPress and schedules new blog posts for publishing according to the company’s content calendar.
- Supports content marketing efforts – helps set our content calendar, plan content for each buyer persona publishes, and promotes content.
- Maintains a content inventory and refreshes outdated content as needed.
- Supports SEO efforts by optimizing site content, internal linking, and building backlinks.
- Schedules email marketing campaigns including ongoing newsletters and promotions.
- Helps create sales enablement content such as case studies, feature guides, etc.
- Writer and storyteller with the ability to gather complex or technical information from various sources, to synthesize it, and to use it as the basis to craft cohesive and compelling narratives
- Marketing research: identify campaign target market, monitor competitor activities, advertising partners, industry developments
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**Marketing Coordination:**

- Own the CRM process with our Sales Team
- Reports on marketing performance and ROI for content campaigns.

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- Updates job knowledge by participating in educational opportunities and reading trade publications.
- Assist in execution for tradeshow, retail presence (point-of-purchase), including communications plan, logistics, layout, protocols, and procedures
- Help our team identify monthly objectives and share your ideas to help the team achieve its goals
- Marketing research: identify campaign target market, monitor competitor activities, advertising partners, industry developments
- Assist with marketing projects as they arise (LiveChat implementation, Automation, etc)

#### **Education/ Skills required:**

- Currently pursuing or completed an undergraduate Commerce/Business/Management degree/diploma with a demonstrated interest in marketing and/or general management

#### **Competencies required:**

- Demonstrated proficiency in Microsoft, Adobe InDesign and MS Office programs
- Photo and/or Video editing skills would be an asset
- Proficiency with Google Analytics and web analysis tools
- Knowledge of HTML, CSS, and JavaScript is a plus
- Proficiency in marketing automation would be an asset
- Excellent team player with the ability to work independently
- Excellent organizational skills
- Possess excellent attention to detail and strong proofreading skills