



Career Opportunity

Marketing Coordinator, Steinbach, MB

Role Summary

- Oversight of Corporate Identity and branding initiatives
- Implements marketing and advertising campaigns to create and increase brand awareness by assembling and analyzing sales forecasts, preparing marketing and advertising strategies, plans, and objectives, and planning and organizing promotional presentations
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data
- Prepares marketing reports by collecting, analyzing, and summarizing sales data
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information
- Keeps promotional materials ready by coordinating requirements with design and graphics vendors; inventorying stock; placing orders; verifying receipt
- Plans and attends meetings, trade shows and company events by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists
- Monitors marketing budgets by comparing and analyzing actual results with plans and forecasts
- Updates job knowledge by participating in educational opportunities; reading trade publications
- Digital marketing coordination and content management; setting up tracking systems for online marketing activities; assisting the Marketing Manager with the implementation of online marketing strategies through social media accounts.

Desired Skills

- Degree in Marketing and/or minimum 3 years' experience as a Marketing Coordinator or similar role
- Knowledge of traditional and digital marketing tools
- Experience with research methods using data analytics software
- Expertise with SEO/SEM campaigns
- Solid computer skills, including MS Office, web analytics and Google Adwords
- Excellent communication and presentation skills
- Outstanding creativity, insight, and a positive, go-to attitude
- Impeccable interpersonal and customer-oriented skills
- Strong organizational and time management skills
- Strong project management skills
- Analytical and problem-solving skills

If you are interested in this position and meet the above criteria, please submit your resume in confidence to careers@agrihub.ca.