

CAREERS

Marketing Coordinator

The Marketing Coordinator supports all marketing and communications initiatives, manages event logistics, maintains and updates social media platforms, executes web content strategies including search engine optimization techniques and develops content/resources to support Marketing campaigns and Business Development initiatives.

QUALIFICATIONS

- Strong understanding of various marketing platforms: social, digital, and email promotions/advertising
- Search Engine Marketing (SEM) and Search Engine Optimization (SEO) skills
- Event marketing experience
- Content development/marketing experience
- High level of creativity
- Ability to think critically and draw from several resources to create unified and persuasive marketing collateral materials
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Strong analytical skills to analyze metrics (social media and website analytics) and create reports
- Excellent research, analytical and problem-solving skills
- Effective time management and organization, with the ability to prioritize and meet deadlines
- Excellent attention to detail and a high degree of accuracy
- Active listener with excellent writing, communication, and presentation skills, as well as outstanding copywriting and proofreading skills
- Business to business marketing experience is an asset
- Experience with CRM systems is an asset
- Experience with Content Management systems (e.g. WordPress) is an asset
- Experience writing/coordinating RFP response submissions is an asset
- Proficient with Microsoft Office (Outlook, Word, Excel, PowerPoint) and Adobe Creative (InDesign, Illustrator, Photoshop)

EDUCATION/LICENSES

- Post-secondary degree or diploma in business, marketing, communications, or a related field
- Valid driver's license

EXPERIENCE

- Two to five (2 – 5) years of marketing experience

FUNCTIONAL RESPONSIBILITIES

- Plan, create, and post content across various social media platforms.
- Create content, including marketing campaigns (i.e., Google Ads, LinkedIn Ads, email campaigns), blog posts, etc.
- Develop compelling messages through words and imagery that convey JEN COL's strengths and differentiators
- Conduct market research (i.e., industry, competitor) and identify trends
- Coordinate marketing and community events, including overseeing logistics, managing registrations, coordinating with vendors, and ordering marketing collateral
- Create, proofread, and edit copy for various marketing channels, including the JEN COL website and social media platforms (i.e., LinkedIn, Instagram, Facebook)
- Research, write and edit project-based communications and project profiles
- Work together with different swim lanes to create marketing materials as per their requirements
- Assist with development of RFP responses and other marketing materials/marketing activities as required

WORKING CONDITIONS

- Office atmosphere
- Manual dexterity required to operate computer and peripherals
- Driving of a company vehicle
- Occasional trips to trade shows and related events
- Occasional trips to construction job sites for photos or promotional opportunities