

CAREERS

Marketing Coordinator

The Marketing Coordinator supports all marketing and communication initiatives, with ownership of day-to-day social media execution and content planning. This role manages and updates digital platforms, including the company website and social channels, executes web content strategies with a focus on SEO, and develops content to support marketing campaigns and business development initiatives. As a hands-on position, the Marketing Coordinator may periodically visit active construction sites to capture project progress and coordinate with project teams to gather visual and written content.

QUALIFICATIONS

- Strong understanding of marketing platforms and channels, including social media, digital, email, and content marketing
- Proven ability to develop creative, compelling content and marketing materials by synthesizing information from multiple sources
- Strong analytical, research, and problem-solving skills, with the ability to interpret social media and website metrics and generate actionable insights
- Excellent writing, communication, and presentation skills, with strong copywriting and proofreading abilities
- Effective time management and organization, with the ability to prioritize and meet deadlines
- Excellent attention to detail and a high degree of accuracy
- Business to business marketing experience is an asset
- Search Engine Marketing (SEM) and Search Engine Optimization (SEO) skills
- Event marketing experience
- Experience capturing and editing photo/video content (even at a basic level)
- Experience with Content Management systems (e.g. WordPress)
- Proficient with Microsoft Office (Outlook, Word, Excel, PowerPoint) and Adobe Creative (InDesign, Illustrator, Photoshop)
- Experience with CRM systems is an asset

EDUCATION & LICENSES

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

EXPERIENCE

- Three to five (3 – 5) years of marketing experience

FUNCTIONAL RESPONSIBILITIES

Social Media Management

- Develop and manage a monthly/quarterly content calendar
- Own platform-specific strategy (LinkedIn, Instagram, Facebook)
- Monitor engagement and optimize content based on performance
- Stay current on industry and platform trends

Website & Content Ownership

- Maintain and update the company website (WordPress), including project profiles, news/blog posts and portfolio updates
- Collaborate internally to identify stories worth publishing
- Apply basic SEO best practices to all content

Job Site Content Capture

- Visit construction sites to capture photos, videos, and progress updates when required
- Plan with project teams to obtain photos, videos, and updates from sites
- Coordinate with project teams to ensure accurate and safe site access
- Translate technical construction progress into engaging, client-friendly content

Event & Sponsorship Coordination

- Coordinate JEN COL's participation in trade shows, conferences and sponsorships (golf tournaments, community events)
- Manage branding materials and collateral, pre- and post-event promotion (social + website) and some on-site presence
- Track and report on event ROI and brand exposure

Internal Collaboration

- Work closely with operations, project teams, and leadership to identify marketing opportunities
- Support business development with tailored content and materials
- Gather field insights to support proposals, case studies, and project storytelling

WORKING CONDITIONS

- Office atmosphere

- Occasional driving of a company vehicle
- Manual dexterity required to operate computer and peripherals
- Occasional local or day travel required for trade shows, related events, and select construction job sites
- Ability to visit active construction sites and comply with PPE/safety requirement