

Marketing Coordinator

QUALIFICATIONS

Education & Certification:

- Bachelor's Degree in Marketing, Communications or Journalism

Experience & Skills:

- 3-5 years experience in marketing, communications and/or advertising
- Work experience in marketing within the food industry is an assets

Knowledge & Skills:

- Must be computer literate with strong working knowledge of social media websites, Word, Excel, Powerpoint, Photoshop, Adobe Creative Suite and/or Quark Xpress in addition to understanding of MAC capabilities.
- Strong expertise crafting and proofreading marketing content
- Possess excellent written, verbal and interpersonal communication skills with the ability to work effectively with all levels of internal and external contacts
- Strong organizational skills with ability to manage multiple priorities and deadlines
- Must be detail oriented with a keen eye for detail
- Excellent analytical skills
- Proven ability to work within a dynamic team and be a quick learner

PRINCIPAL RESPONSIBILITIES

1. New product development project execution.
2. Assist with all content writing creation for brochures and sales materials, packaging, website and press materials.
3. Communicate and coordinate with the sales team to assist with ad development.
4. Execute packaging initiatives (e.g. copywriting, packaging, layout, proofreading, ensuring submission deadlines are met).
5. Conduct market research and competitive analysis.
6. Daily ongoing maintenance and inventory care for all marketing materials including sell sheets, booklets, folders etc.
7. Management of the seasonal Cooker Crew program – coordinate visits with affiliated customer locations in the Greater Toronto Area (GTA).
8. Assisting with tradeshow setup, planning, attendance and clean up.
9. Perform other duties as assigned by the Director of Marketing.