

Job Description - Marketing Coordinator

The Marketing Coordinator will report to the Marketing and Communications Manager and is responsible for the development and execution of marketing projects, website management, initiatives and programs related to communication, promotions, special events and public relations. This position offers considerable opportunities to leverage and develop skills in market research, branding and project management. It is critical that this individual be highly organized with meticulous project planning and strives in a fast paced environment.

DUTIES AND RESPONSIBILITIES:

- Contributes to the development and executes marketing programs to achieve stated objectives regarding revenue, profitability, and market share
- Coordinating all aspects of Nuheat's online presence. In addition to writing, editing and proofreading site content, this person will also work closely with the technical team to maintain site standards with regard to new development; including SEO and tracking website stats
- Assist with market research initiatives including competitive intelligence research
- Manage planning and implementation of tradeshow and exhibits. Distribution leads, and track follow-up process
- Create/develop major presentations, SPIF sheets, pricing templates
- Manage direct marketing campaigns from planning to delivery and measurement of effectiveness, including newsletter creation and distribution, email campaigns, online and print advertising
- Manage prospect and customer database management and input for direct marketing campaigns.
- Manage collateral projects as defined by Marketing Department: content collection, production and printing/distribution and inventory management
- Maintain files and information for key vendors such as contacts, solution description, active deals, regional contacts, agreements, and specific product information/versions of integration, marketing events, seminars, quotes, RFPs and website content
- Liaise and facilitate custom creative work with Outside Sales
- Work and negotiate with external parties (vendors/suppliers)
- Assist in the development of policies and procedures of the marketing department's practices to streamline operations

SKILLS:

- Natural inclination to self-set measures of success and strategies to achieve them
- Exceptionally adept at learning new concepts with a keen desire for new challenges
- Strong diplomatic and negotiating skills
- Possess an inordinate focus on detail
- Experience with content management systems and knowledge of HTML
- Ability to work under pressure, meet tight deadlines and prioritize and manage multiple marketing tasks, projects and deadlines with enthusiasm and without jeopardizing quality

QUALIFICATIONS:

- 3 years of related experience in Marketing
- Post-secondary education ideally in the marketing and/or business field or equivalent related experience
- Technical skills required: Word, Power Point and advanced Excel. Knowledge in Adobe Creative Suite an asset
- Purchasing and inventory management experience an asset
- Project management experience
- Experience in using web analytic tools, experience with CMS and Google Analytics preferred
- Good knowledge of web technologies, protocols, and tools; internet marketing skills (including SEO strategies)
- Excellent written and oral communication skills for both external and internal audiences