

## Marketing and Sales Coordinator

Marketing/ Sales / Manufacturing

Moncton, NB

Do you want to work for a dynamic and rapidly growing company that is an industry leader in our field? Greystone Energy Systems Inc. is dedicated to developing high quality and innovative solutions for its customers with unsurpassed customer service.

### The Opportunity

We are growing and looking for a motivated **Marketing and Sales Coordinator** to join the Marketing and Sales team working in Moncton, New Brunswick.

### Objective & Summary

- The Marketing and Sales Coordinator will assist the V.P. Sales in supporting all the company's outward marketing and Sales operations by compiling, formatting, distributing information/materials and coordinating all aspects of the CRM system.

### Principle Duties & Responsibilities

- Implement and manage the introduction of the CRM system.
- Train/coach all users of the CRM to use its benefits and to enter information in a consistent manner.
- Maintain and update company CRM with marketing contact and mailing lists.
- Provide marketing tracking and research information by collecting and summarizing internal marketing data and trends.
- Establish reports in conjunction with Senior Managers to provide specific sales data to support sales and production.
- Manage pipeline information in CRM and work with sales teams for accuracy, follow-up and updates.
- Manage product price lists with support from Systems Analyst to create master price structure.
- 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; relaying customer services requests.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Updates job knowledge by participating in educational opportunities; reading trade publications.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Implement outward email marketing campaigns and execute on a regular basis. Also individual email

campaigns for territory's or as requested by individual Sales Managers.

- Responsible for the additional duties as required.

### **Management**

- This position reports to the V.P. Sales

### **Education, Training & Experience**

- BSc degree in Marketing, Sales, Business Administration or a related field is required.
- One to three years of experience as Marketing Assistant or Marketing Coordinator.
- Knowledge of traditional and digital marketing tools
- Experience with research methods using data analytics software
- Solid computer skills, including MS Office, web analytics and Google AdWords
- Familiarity with Customer Relationship Management software
- Excellent communication and presentation skills

### **Skills and Competency Requirements**

- Personable, presentable & articulate
- Effective project management skills
- Sound understanding of marketing principles
- Strong administration and organizational skills
- Strong verbal and written communication skills in English
- Strong customer client focus
- Strong teamwork orientation

Preference will be given to applicants that can prove a successful track record.

Successful candidates will be asked to provide at least three (3) reference names and email addresses of people who are very familiar with your skills, abilities and experience.

Only those who will be considered for the next step of the application process will be contacted

**Applications should be forwarded to Sima Eskandari, HR Manager**

**[Eskandari.s@greystoneenergy.com](mailto:Eskandari.s@greystoneenergy.com)**