



# MARKETING COORDINATOR

## Objective & Purpose

The Marketing Coordinator will assist the Product Management & Marketing Team in supporting all the company's product management and marketing operations by creating and distributing content and materials, and by collaborating with other departments to deliver on these key initiatives.

## Principle Duties & Responsibilities

- Coordinating all marketing materials for advertising campaigns and other marketing opportunities
- Provide market tracking and research information by collecting and summarizing internal marketing data and trends
- Produce technical content to be used on product documentation, installation instructions and product brochures
- Assist graphic department by providing content for website, e-newsletters, social media marketing, company brochures, product videography
- Produce presentations that includes product application, technical and competitive advantage for sales team and customer training sessions
- Support sales staff with any required marketing materials
- Coordination of industry trade shows on multiple continents by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists
- Responsible for additional duties as required

## Education, Training & Experience

- University degree or College diploma
- Minimum three (3) years experience
- Proficient with Microsoft Office (Word, Excel & PowerPoint)
- Knowledge of Adobe Creative Suite (InDesign, Illustrator & Photoshop) is an asset
- Knowledge in website CMS (WordPress) is an asset
- Electronic and/or HVAC knowledge is an asset

## Skills and Competency Requirements

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

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

Interested applicants should submit their resume to Jodi Mattatall @ [Mattatall.j@greystoneenergy.com](mailto:Mattatall.j@greystoneenergy.com)