



MARKETING COORDINATOR

April 5, 2023

Objective & Purpose

The Marketing Coordinator will assist the Product & Marketing Manager in supporting all of the company's marketing operations by compiling, formatting and distributing information and materials, and by collaborating with other departments on key initiatives.

Principle Duties & Responsibilities

- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
- 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.
- Keeps promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Assist Product Management with product market analysis for new product introduction.
- 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.
- 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
- Manage, maintain and update multiple company e-commerce websites

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
- Knowledge of website CMS (Wordpress)



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

Interested applicants should submit their resume to Jodi Mattatall @ Mattatall.j@greystoneenergy.com
Please apply by end of day on April 17, 2023