



**Position:** Marketing and Communications Coordinator

**Job summary:**

The Promac Group of Companies has recently made a significant investment in branding and marketing. To build on the momentum we've achieved, we're searching for an energetic and capable marketing and communications coordinator to work closely with our team.

The ideal candidate will have prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media. The marketing and communications coordinator must be an organized multi-tasker able to handle many diverse projects at once and meet tight deadlines.

**Posting date:** June 2021

**Company Profile:**

We believe that every person deserves to have purpose in their careers. By striving to create a healthy work - life balance we provide our community with an opportunity to be a part of a growing company that puts its people first. With aspirations of global growth, we work hard to create value for our customers through our core businesses. Our industry recognized vegetation management equipment is poised for rapid expansion allowing us to further develop new technologies and push our manufacturing capabilities further while our sawmill industry specialists, parts and machinery provide us sustainable growth in an ever-increasing global market.

**Objectives of this Role:**

- Protect and build the Promac brand
- Support sales teams in achieving goals
- Contribute research and critical thinking
- Develop innovative tactics and tools



## Key Responsibilities

- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data
- Support marketing and sales by planning, scheduling and budgeting marketing and communications initiatives
- Develop and implement company SEO, social media, content/email marketing strategies
- Compose marketing emails, sales sheets and presentations for team
- Collaborate with staff, agency and suppliers to coordinate day-to-day activities that lead to the completion of projects and tasks on time and on budget
- Communicate campaign objectives, timelines, deliverables and creative brief to sales team and agency, work with them to procure required information and content input
- Keeps promotional materials ready by coordinating requirements with agency; 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.
- Maintain company website.
- Create internal and external communications.

## Qualifications and Experience

- Bachelor's degree in marketing, advertising, or communications
- Past work experience as a marketing coordinator or similar role is an asset
- Excellent writing, communication, and presentation skills
- Proficiency in full Microsoft Office suite, especially with Excel and PowerPoint
- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Working knowledge of HTML and design and email software
- Experience working with budgets and forecasting