

Job title:	Marketing Coordinator
Department:	Marketing
Location:	Calgary, Canada
Reports to:	Director, Marketing

JOB DESCRIPTION

Job purpose:

Network Innovations is looking to add a Marketing Coordinator (intermediate) to our team. As a member of the marketing team, you will work with our marketing and sales teams globally, as well as our ecosystem of agency and vendor partners to execute against our go-to-market strategy.

You will work on a variety of outbound in-market activities like events, campaigns and advertising. You will also contribute to our inbound efforts through content creation and digital asset coordination. In this role, your primary responsibility will be to apply your generalist skillset to all areas of the marketing function.

Our ideal candidate has a passion for marketing and a deep understanding of marketing tactics and operations. You are creative and think outside the box but thrive in the details. You are strategic enough to identify and/or create opportunity but focused enough to connect tactics with strategy. You must have the ability to multi-task effectively while keeping perspective on the needs of the business. Being a people person, you value nurturing relationships inside and outside the company and are flexible, agile and work well with change.

Duties and responsibilities:

- Content creation and coordination for blog, social media, website, email marketing etc. Using a variety of mediums including written, visual and video.
- Develop and execute content marketing campaigns for a variety of channels and utilizing digital marketing best practices and optimizations.
- Work with our social media expert to coordinate messaging across platforms as well as develop new social media campaigns.
- Work with internal and external resources on the production of print and digital sales and marketing materials, including but not limited to brochures, collateral, advertisements and signage.
- Share our clients' experiences by working with them and our account managers to create testimonials and case studies for web, print, and video.
- Create various client communications like newsletters, drip emails etc.
- Create and implement external media opportunities for brand awareness and thought leadership.
- With experience in WordPress, monitor, maintain and contribute to the ongoing development of the corporate website.

- Work with our agency partners to manage paid search initiatives, SEM, display and re-targeting campaigns.
- Coordinate and monitor social network advertising.
- Work with marketing technology such as HubSpot and Microsoft Dynamics to coordinate and execute various marketing activities.
- Plan, coordinate and manage a variety of virtual/digital events with responsibility for ensuring subject matter experts, content and technology come together and the relevant metrics are tracked.
- Plan, coordinate and manage a variety of customer facing events globally including client events, tradeshow, conferences, educational seminars, etc. with responsibility for ensuring event goals are met within budget, appropriate pre and post activities are completed, and relevant metrics are tracked
- Provide cross-functional support in review of documents for branding, style consistency and accuracy.
- Compile and produce marketing reports as assigned.
- Assist in the development and execution of market research activities.

Qualifications:

- Post-secondary education in Marketing or Communications.
- Minimum 2-3 years' experience in marketing, technology industry experience considered an asset.
- Proficiency with Microsoft office, Adobe Creative Suite, WordPress and marketing automation platforms, specifically HubSpot and Microsoft Dynamics.
- Creative skills and collateral development including copy writing, web content, video, graphic and visual design.
- Proven experience and understanding of marketing tactics and operations.
- Ability to multi-task, prioritize and manage deadlines.
- Experience with global tradeshow/Event Management.
- Self-motivated, high-energy, results oriented with an open, positive attitude quickly adapting to team and individual dynamics.
- Resilient and adaptable to change and able to improvise and work in a high pressure and fast paced environment.
- Strong collaborative and problem-solving skills.
- Ability to effectively and efficiently handle multiple, simultaneous and detailed tasks.
- Pleasant, personable, professional demeanor in the workplace
- Experience working cross-culturally and in a multi-national organization.
- A willingness to embrace and live the core values of Network Innovations

Direct reports:

- None

Working conditions:

The position is based in a professional office working a 40-hour week with overtime, weekend and evening hours as required to support special project/event activities. The position requires occasions in the field working outdoors and at third party locations. The position regularly requires the use of standard office equipment, specialty digital imaging/video equipment, custom software/systems, and the need to learn new technologies.

Physical requirements:

An ability to travel in the U.S., Canada, and abroad. Sitting and using a computer for extended periods of time. Position requires ability to stand for extended periods, lift up to 50lbs. and reach overhead.

Disclaimer Statement: This job description lists the essential functions of the position and is not intended to include every job duty and responsibility specific to a position. An employee may be required to perform other related duties not listed above provided that such duties are characteristic of that classification.