

Job Title: Marketing Coordinator

Position Summary:

The Marketing Coordinator plays a pivotal role in our HVAC department, ensuring seamless execution of all marketing initiatives. Reporting to the Senior Marketing Manager, you will collaborate closely with the Product Marketing Specialist, Events and Partnerships Supervisor and internal teams to drive the development, organization, and deployment of marketing content across various channels. Your responsibilities encompass managing marketing materials, coordinating events, supporting digital and print campaigns, and optimizing workflow efficiencies. This position is integral to maintaining brand consistency and enhancing customer engagement through strategic marketing efforts. The position reports to the Senior Marketing Manager.

Key Responsibilities:

- In collaboration with Project Marketing Specialist work with agencies to develop new marketing materials.
- Ordering and inventory management of materials such as literature/banners, promotional items, and other items.
- Planning and organizing content for distributors and dealers in collaboration with the marketing team (i.e. admat, banners, literature).
- Planning and development of content for social media, case studies, videos, newsletters, webinars and articles in collaboration with marketing department and external agencies.
- Organize and plan marketing workflow of content and collateral to meet production requirements.
- Review and submit requests for updates to domain names and content posted on website to Information Technology team.
- Manage domain names posted on all marketing materials to ensure they are current and accurate at all times.
- Assist in development and implementation of processes to improve workflow and efficiencies.
- Support sales in development and review of sales presentations.
- Assist in other marketing activities such as events and general administration.
- Inspect proofs for accuracy and adherence to corporate standards.
- Coordinate, organize and maintain a library of graphics, media, digital records, and other enterprise content.
- When necessary, write and edit marketing copy, Web copy, etc.
- Create and produce JPEGs, PDFs, video, clip art, graphs, charts, thumbnail images, and other design elements.
- Create electronic page layouts using publishing software (e.g. Quark Xpress, Frame Maker, etc.)

Requirements & Qualifications:

- 3-5 years' experience in Project Management in Marketing.
- 3-5 years of direct work experience as a graphic designer or a similar role.
- Strong attention to detail and highly organized.
- Ability to multi-task while working in a fast-paced environment.
- Able to update marketing materials using Adobe Creative Suite (In Design, Photoshop, Illustrator, Dreamweaver), Quark Xpress, PageMaker, and Microsoft Office.
- Creative and Innovative Thinking.
- Knowledge of marketing principles with the ability to apply to the development of content for marketing collateral.
- Up to date on latest graphic design methods, practices, techniques, and associated principles.
- Solid design and conceptual skills.
- Effective written and verbal communication skills.
- Self-motivated, able to work independently and as part of a team.



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- Fluency in French is an asset.

Accommodations will be available upon request for persons with disabilities.