



**JOB  
POSTING**

**SHERWOOD PARK**

## **MARKETING ASSISTANT COORDINATOR**

The principal role of Marketing Assistant Coordinator is to provide critical assistance to the smooth operation of the marketing department and find attainment of its goals, as well as for the long term growth of the company and the department itself.

### **EXPECTATIONS**

- Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities
- Support marketing executives in organizing various projects
- Conduct market research and analyzing consumer rating reports / questionnaires
- Track product line sales and costs by analyzing and entering sales, expense and new business data
- Research competitive products by identifying and evaluating product characteristics, market share, pricing and advertising; maintaining research databases
- Accomplish organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Honest, Hardworking, Reliable

### **KEY RESPONSIBILITIES**

- Support the employ of marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
- Update spreadsheets, databases and inventories with statistical, financial and non-financial information
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success
- Support the preparation and delivery of promotional presentations
- Compose and post online content on the company's website and social media accounts
- Write marketing literature (brochures, press releases etc) to augment the company's presence in the market
- Assist with communicating directly with clients and encourage trusting relationships

### **QUALIFICATIONS / EXPERIENCE**

- Proven experience as a marketing assistant
- Good understanding of office management and marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with a customer-oriented approach
- Good knowledge of market research techniques and databases
- Excellent knowledge of MS Office, marketing computer software & online applications (CRM tools, Adobe Suite, Photoshop, Online analytics, Google Adwords, etc.)
- Exquisite communication and people skills
- Direct Marketing, Market Segmentation & Marketing Research
- Coordination & Project Management
- Process improvement, initiative & planning
- Social Media & SEO Knowledge
- Creative, design skills are an asset

**EMAIL RESUMES TO [HIRING@INTRICATEGROUP.COM](mailto:HIRING@INTRICATEGROUP.COM)**