POSITION TITLE: Marketing & Communications Associate

Employment Type (FT, PT, Contract): FT
Rate of Pay: TBD
Job Location: 2375 Skymark Ave, Mississauga, ON L4W 4Y6
Hours of Work: Standard Full-time
Start Date: ASAP
Application Deadline: January 31, 2020

COMPANY NAME: Navacord
Street Address: 2375 Skymark Ave, Mississauga, ON L4W 4Y6
Phone: (416) 259-4625
Fax:
Email: careers@navacord.com
Website: navacord.com

General Description of Duties:
Marketing & Branding:

• Assist with the execution of marketing campaigns that support sales campaigns to achieve target goals and objectives

• Liaise with Broker Partners, as directed, to implement marketing plans for applicable industry sectors of the business

• Promote and continuously enhance the quality and prestige of Navacord Broker Partners among clients, prospects, and partners

• Work with Broker Partners to create collaterals, including Power Point presentations and proposals

• Write, edit and update brochures, ads, newsletters, along with other materials as directed

• Maintain consistency with the development and implementation of company branding to ensure brand integrity is maintained

• Assist with the management of internal promotional orders and ensure they comply with brand guidelines

Social Media, Digital:

• Provide input into the social media strategy including building and managing Navacord Broker Partner social media profiles and presence

• Assist with the adoption of relevant social media techniques into the corporate culture and into all of the company’s products and services
• Distribute shareable content targeted for specific networks to spread both our brand and our content

• Implement marketing and advertising campaigns based on each brands promotional plan

• Develop and coordinate the development of content for campaigns; text and graphics, together with internal technical experts or external partners, suppliers and designers

• As applicable, create and execute email drip-campaigns using templates, databases and marketing automation tools; generates and maintains mailing lists

• Execute and monitor online advertisement, email blast, social media and other digital campaigns

• Support the planning and execution of tradeshows and other customer events

Website

• Participate with the ongoing development of our company website including design, functionality, and technical maintenance required to optimize the visitor experience

• Maintain and update corporate and Broker Partner websites with content and documents so as to make minor but continuous developments such as campaign pages with ready to use templates

• Report on analytical projects to improve blog strategies, tactics, and traffic primarily using data from Google Analytics

• Monitor web traffic and lead follow up and prepare reports to management

• As per the individual’s skillset, collaborate in the writing and editing on the development of web content

Skills and Experience Required:

• Business Degree or Diploma in Marketing or other post-secondary education in related field

• Minimum 2 years’ experience in a marketing, design or graphics role having demonstrated an exceptional work ethic

• Excellent knowledge and demonstrated experience using Adobe Creative Suite, InDesign and Microsoft Office

• Work well within a team environment alongside internal and external resources

• Demonstrated ability to make common sense decisions and solve problems independently while also able to accept direction and follow brand guidelines

• Ability to plan, organize and prioritize multiple projects

• Able to work well under pressure, meet set deadlines in accordance with project strategy and comfortably change priorities when required

• Strong attention to detail with precise, accurate and clear presentation skills

• Excellent communication skills with a high proficiency in listening, writing, and verbal communication

• Professional appearance and manner

How to Apply:
If you are interested or know anyone that is interested in the above role please contact Kristin Coulombe directly at careers@navacord.com.
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