



## Marketing Coordinator

Roadtrek Inc, is a Manufacturer of Class B (Campervan) motorhomes, headquartered in Cambridge, Ontario. Do you want to work in a fast paced, exciting, and growing industry? Do you have a passion for the RV business, its people, and its products? If you answered yes, to these questions, we would love to hear from you.

**Primary Focus:** The Marketing Coordinator develops, executes, and monitors marketing programs across a variety of channels. Their work includes researching the market, analyzing trends to help define the organization's marketing strategy, and providing advice as to how to best reach the target market.

### Responsibilities:

- Oversee and coordinate the development of various external/internal marketing and communication materials from concept to production. (Including email communications, presentations, brochures, advertisements, etc.)
- Assist with the development and implementation of a marketing and communications strategy.
- Maintain the Roadtrek website (WordPress) preparing and uploading content, updating digital platforms and other general duties.
- Main contact for all media relations
- Plan, book and coordinate the advertising schedule/calendar, including the creation of advertising campaigns for both print and digital.
- Develop social media and email marketing content, plans, and KPIs.
- Working with sales and service, review and respond to social media feedback.
- Converse and coordinate with external supplies and other marketing contacts, including print agencies, advertising media personnel, event planners, internal staff, and local businesses as directed.
- Plan and develop brand launch campaigns including communications and sales tools.
- Support sales initiatives with the development of promotional materials and sales tools.
- Gather data on existing or potential customers, competitors, or market segments for use in the development of targeted marketing strategies.
- Coordinate tradeshow and events by booking venues, coordinating set up, staffing, and ensuring correct promotional materials are on site etc.
- Responsible for the coordination and implementation of all product photography and video production needs, working with outside vendors where required.
- Analyze marketing data (campaign results, conversion rates, traffic, etc.) to help shape future marketing strategies.
- Some travel within North America may be required. Valid Driver's Licence.
- Other duties or projects as assigned.

### Behavioral Characteristics and Skills:

- Excellent communication skills – both written and verbal
- Ability to prioritize multiple projects simultaneously, and work to deadline

- Strong understanding of Google Analytics
- Graphic Design experience (Photoshop, Illustrator, InDesign)
- Strong computer and technical skills (Microsoft Office including PowerPoint)
- High attention to detail and accuracy
- Able to work well unsupervised, dependability, accuracy, initiative, flexibility
- Ability to work well on a team and relate to others across multiple business functions

**Education/Experience:**

- Business Marketing Diploma or equivalent required.
- 2-5 years' progressive experience in a marketing related position required.
- Strong understanding of digital marketing trends, SEO, and social media.
- A strong understanding of popular and online culture
- Experience working with WordPress based websites
- Experience with Google Analytics and other data collection tools.

In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, should you require an accommodation, we will work with you to meet your needs during all aspects of the recruitment and selection process.

To be considered for this position, please forward your resume in confidence. We thank all applicants for their interest, only those selected for an interview will be contacted.

**Job Types:** Full-time, Permanent

**Benefits:**

- Casual dress
- Dental care
- Disability insurance
- Employee assistance program
- Extended health care
- Life insurance
- On-site parking
- RRSP match
- Vision care

**Schedule:**

- 8-hour shift
- Monday to Friday

**Work remotely:**

- No

To be considered for this position, please forward your resume in confidence to [hr@roadtrekinc.com](mailto:hr@roadtrekinc.com). We thank all applicants for their interest, only those selected for an interview will be contacted.