

Job Identification

Job Title: Digital Marketing Coordinator
Division: Bailey Metal Products Limited
Department: Marketing
Reports to: Marketing Manager
Revision Date: March 15, 2021

Job Purpose Summary

Bailey Metal Products Ltd is looking for a highly organized, detail-oriented, full-time Digital Marketing Coordinator to join the Marketing Team.

Reporting to the Marketing Manager, the Digital Marketing Coordinator is a social media and Search Engine Optimization (SEO) expert who will assist with creating, building, and managing all content for Bailey's Digital and Social Media marketing channels and campaigns. The successful candidate will be responsible for day-to-day management of all of our social channels. This candidate is responsible for providing a high level of support to the marketing and sales department. The successful candidate will assist with day to day administration and implementation of all marketing activities specifically assisting with product literature, advertising, promotional items, tradeshow, marketing automation, and the company website.

This position requires a creative thinker with the ability to take initiative and work independently. The ideal candidate must also have the ability to prioritize and handle multiple projects simultaneously while adhering to timelines and budgets. Some situations will require being proactive and help out with administrative duties.

Responsibilities and Accountabilities

The responsibilities and accountabilities of the position include but are not limited to the following:

- Understand the value propositions and targets for Bailey products and help to develop creative content that strives for brand consistency across all of our platforms while ensuring all marketing campaigns are in line with corporate and product branding guidelines.
- Collaborating with various teams to gather product details, and manage promotions / campaigns.
- Assist with the planning, development and coordination of a wide range of marketing communications externally and internally. (ie. Company Newsletter and internal screen messages)
- Draft, edit, and type marketing materials and literature, reports, correspondence, and presentations using Microsoft Word, Excel and PowerPoint.
- Database management: the collection, analysis and utilization of customer lists through the use of email/marketing automation technology Sharpspring.
- Plan and execute tailored online marketing materials and campaigns including product brochures, email blasts, web content, and newsletters.
- Document events and jobs (photo/video) to help create content and maintain the Company's social media presence.
- Day-to-day management of all of our social channels including campaign creation, optimization, and tracking. Platforms include: Facebook, Instagram, Twitter, LinkedIn and YouTube.
- Help maintain, update, and organize the company website content development, website page updates, search engine optimization and Google Analytics.

- Field, log, and analyze incoming customer e-mails and requests (leads), ensuring that the appropriate departments are notified on a daily basis.
- Manage inventory of print marketing materials.
- Coordinate the selection, purchase and distribution of promotional items and samples, maintaining inventory and replenishing when necessary. General maintenance of the promo and marketing materials room when needed.
- Coordinate Bailey's presence at all tradeshow and act as the point of contact for tradeshow partners; design and coordination of online events (tradeshow).
- Perform general administrative duties including photocopying, scanning or faxing, scheduling, planning meetings, mailing and filing.
- Maintain a high standard of professional knowledge, ethics and practices when dealing with customers, suppliers, peers, subordinates, supervisors & other key stakeholders of the company.
- Conduct oneself in a professional manner that reflects integrity and respect towards customers, suppliers, peers, subordinates, supervisors and other key stakeholders of the company.
- Understand, support and adhere to the company's health and safety policies, programs and procedures by communicating and promoting health and safety awareness to coworkers and subordinates.
- Participate in the Company's quarterly inventory count.
- Other responsibilities and accountabilities as assigned.

Requirements

- Post-Secondary education within the field of marketing.
- 1 to 2 years' experience within a marketing role; within the construction industry an asset.
- Proficient with Microsoft Office programs (Excel, Word and PowerPoint)
- Social media and SEO expert
- Experience with content creation software, such as a content management system (CMS), and Adobe Photoshop, Adobe Illustrator would be an asset.
- Experience with email/marketing automation technologies (Sharpspring)
- Excellent verbal and written communication skills. Bilingual in French and English an asset
- Flexible team player with positive attitude

Working Conditions

- Overtime as required.