



## **Bargains Group - Marketing Coordinator**

The Marketing Coordinator reports directly to the President of Bargains Group. This role requires a person that thrives in an entrepreneurial environment and can manage competing priorities throughout their day and week. We are searching for a dedicated a problem solver, who is assertive, organized, and a great communicator.

We are truly a unique company and a great marketer will understand the value we bring to so many and proactively look at new ways to increase our audience. Bringing great ideas to the table are always welcomed and encouraged!

### **Key Responsibilities**

- Planning, designing, and developing e-marketing pieces, blogs pieces to be shared through various mediums.
- Supervising and assisting our online catalogue (updating testimonials, SEO tags , product uploads and category tagging, writing descriptions, updating blogs new and media, writing meta descriptions) including copy writing, product photography, and implementing SEO elements.
- Basic graphic design for banners, email visuals, etc.; ensuring all visuals meet our brand standards.
- Editing social media content and on occasion creating content and copy for Bargains Group, Engage and Change and Kits for a Cause and various influencers connected to Bargains Group.
- Oversee and manage marketing co-op program.
- Working closely with Purchasing and Sales departments to maintain an up-to-date physical and online inventory.
- Monitoring and improving our web presence using Google Analytics and by developing content through our CMS.
- Monitoring Domains.
- Maintain the integrity of our client database across multiple platforms.
- Build and analyze reports on client purchasing, product sales, and marketing initiatives and providing insights into the data.
- Create and execute all marketing data and analytics required for email marketing, fax campaigns and sales and marketing data analysis.



- Track and report on inbound leads through a variety of avenues.
- Other marketing and creative tasks as required.

### **Desired Skills & Expertise**

- Post-secondary education in Marketing or Communications or (2-3) years' related experience.
- Proficient in MS Office and Adobe Creative Suite with an understanding of design best practices.
- Exceptional electronic talent with the ability to learn and adapt to new programs and software.
- Fantastic organizational skills, attention to detail, and able to multitask in a fast-paced environment with shifting priorities.
- Strong written and verbal communication skills. We love over-communicators!
- Social media engagement experience with strong understanding of all platforms
- Basic photography knowledge and skills.
- Experience in E-Commerce an asset.
- Experience with creating and executing videos an asset.
- Experience with online CMS systems, such as CS-Cart, WordPress an asset.
- Experience with any CRM software preferably Infusionsoft an asset.
- Experience with HTML and CSS an asset.
- Experience using Business Vision or related Sage products an asset.
- Knowledge of website management is essential.
- The desire to learn and build at a fast-paced, forward thinking company.