



**Marketing Coordinator
Execulink Telecom
Woodstock, ON**

Are you someone who has a passion for creativity, marketing and collaboration? Do you enjoy learning every day, making an impact and driving business growth? Are you ready to enter an environment where you will be able to build on your experience and take ownership of your projects? Apply today to join the awesome marketing team at Execulink Telecom!

About the Opportunity

As a Marketing Coordinator, you will work within a strong team of experienced staff in the development and execution of marketing initiatives. You will be working as part of a team of collaborative marketers who embrace teamwork and support individual growth.

To be successful as the Marketing Coordinator, you are a creative and highly motivated team player. You have experience developing content for traditional and online mediums. Superior research, writing and editing skills, including a keen attention to detail will be required. Strong project management, planning and organizational skills are a must. As well, experience with Public Relations, developing sales materials, newsletters and email marketing will provide the basis for your success in this position.

Position Details:

- Full-time, 40 hours per week
- Hybrid Role – Primarily performed from employee's home office; however there will be a need to come into the office from time to time
- Regular hours are 8:30 AM to 5:00 PM, Monday to Friday
- Hours are flexible to meet business needs; some evening and weekend work may be required

Duties include, but are not limited to:

Customer Communications

- Working closely with the sales team to develop and execute coordinated sales campaigns.
- Evaluating, reporting and making recommendations for sales campaigns
- Writing and distributing relevant communications to segmented customer groups

Content Development

- Write newsletters, blogs, design surveys and other customer and/or internal communications
- Write and co-ordinate approvals for media releases and collaborate with the marketing team for PR/media program development and tracking

Advertising and Promotion

- Develop print and electronic sales and marketing materials including testimonials/case studies, brochures, product sheets, presentations, advertisements, email marketing and direct mail
- Work within the custom CRM tool to implement marketing campaigns

Overall Team Contribution

- Provide input in the development of our communication plans, strategies and reports



- Any other duties as may be assigned from time to time

What You offer:

- Post-secondary degree/diploma in Marketing, Communications, Public relations or related field and/or equivalent work experience
- Minimum 2 years of relevant work experience
- Superior research, writing, editing and communication skills, including a keen attention to detail and experience in creating content
- Dedication, teamwork, accountability, wiliness to learn new skills
- Demonstrated understanding of what goes into all aspects of successful email campaigns
- Strong understanding of sales process/sales experience
- Experience using a CRM and email marketing platforms. Excellent Excel skills
- Graphic design, HTML and/or photography experience is considered an asset
- Experience with web development, including SEO and CMS is considered an asset
- *Execulink requires successful candidates to provide proof of COVID-19 vaccinations as approved for use by Health Canada*

Interested? Apply Today!

Submit your cover letter and resume, in confidence for review to work@execulinktelecom.ca

Execulink is conducting all interviews through video chat in order to comply with COVID-19 precautionary measures. Temporary remote work opportunities are available to some roles to comply with government-regulated social distancing

At Execulink Telecom, the largest locally owned independent telecom company in Southwestern Ontario, our only goal is to enhance your lifestyle at home, work, and play. As we grow rapidly, we have an unwavering commitment to continue to build a positive team with a friendly, family-spirited approach. The selection of exceptional talent is important to us! When you join Execulink, you're joining a team that's focused on not only providing an AWESOME experience to our customers, but to our employees as well. We live and breathe our Vision, Mission, and Values and are searching for individuals who are excited to contribute and do the same.

Execulink Telecom is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.