



Marketing Coordinator
Woodstock, ON
Full-time, Contract (until July 2024)

You are a marketing content genius. Always ready to deliver memorable and influential content to the masses, you are...

Creative Content Virtuoso (aka. Marketing Coordinator)

Execulink Telecom is seeking a Creative Content Virtuoso (Marketing Coordinator) for a contract opportunity until July 2024. Successful content virtuosos work with our group of experienced Marketing professionals, providing support with the day-to-day activities of the team.

In this awesome role, you will be responsible for creating advertising, writing communications, developing marketing campaigns, supporting in the development and creation of marketing materials (print and digital), developing email campaigns, web development and supporting administrative/database duties.

More position details

- Full-time, forty (40) hours per week
- Contract role until July, 2024
- *Customer facing Hybrid* based in our Woodstock Headquarters
- Regular business hours of 8AM to 4:30 PM. Some evening and/or weekend work may be required to participate in marketing events or special projects

Work for a company that supports what is most important to you

At Execulink, we live our Values. We build up our community by giving back through community donations that matter to you. Check out our [Humans of Execulink](#) Blog to see why our employees love being part of this awesome team:

<https://www.execulink.ca/blog/tag/humans-of-execulink/>

Every day at Execulink is awesome! In this role you can expect to

Creative Advertising and Digital Communications

- Develop and implement digital content to engage with web audiences, generate buzz, build company reputation and generate leads
- Identify existing and emerging trends and offer appropriate recommendations for how to capitalize on or respond to the trends
- Creative development and execution (print, digital, video) for advertising and promotional campaigns
- Support website development and maintenance using WordPress and other digital tools

Writing & Research

- Write content for target audiences using various platforms such as: emails, blogs, advertisements, surveys and other communications

- Develop print and electronic sales and marketing materials including testimonials/case studies, brochures, product sheets, presentations, advertisements and direct mail

Project Planning & Sales Support

- Work within a CRM/Database to manage campaigns, sales activities and targeted communications
- Work with the sales team to develop, execute and measure targeted sales 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

Your creative genius qualifications include

- A post-secondary degree in Marketing, Communications, Public Relations or related field and/or proven experience
- Minimum 2 years of experience working in a related or similar role
- Superior research, writing, editing and communication skills, including a keen attention to detail and experience in creating digital content
- Demonstrated skill and engagement with social media including knowledge and understanding of social media platforms, technology, and their respective participants (Facebook, YouTube, IG, Twitter, LinkedIn etc.) and how they can be deployed in different scenarios
- Experience with web production, including SEO and CMS
- Demonstrated organizational and planning skills. Takes initiative and works well in a team environment
- Strong creative development and/or advertising experience for print, digital and video platforms
- Valid Class G License and your own reliable transportation

What We Offer

- A competitive hourly compensation
- Fast-paced work environment
- A positive team with a friendly, family-spirited approach

Ready to join our inspired Marketing team?

- Submit your resume and cover letter for review to work@execulinktelecom.ca
- In your cover letter, tell us why you would excel as a member of our team!

About Us

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.