

MARKETING COORDINATOR

Location: Toronto

Pricing Solutions Ltd. (www.pricingsolutions.com) is a consulting firm focused on helping its clients achieve a world class proficiency in Pricing. The company, established in 1993, distinguishes itself with its ability to develop effective pricing strategies to optimize profits and market share and its commitment to follow projects through to implementation.

PSL serves a wide range of clients in both B2C and B2B environments throughout North America and Europe from offices in Toronto and London. PSL provides complete end to end coverage of pricing issues through our offerings.

Reporting to the Global Marketing Manager, the MARKETING COORDINATOR will assist in all areas of marketing lead generation and marketing support. They will be comfortable in maintaining various marketing campaigns and have a creative skillset that enables them to brainstorm new initiatives.

1. Job Description

- Produce new business development material including; case studies, videos, workshops, webinars, white papers, podcasts, newsletters
- Develop, ghostwrite and edit content for blog & social media
- Coordinate and execute all ongoing marketing activities (especially digital)
- Maintain brand identity across all channels and content types
- Identify opportunities for growth within marketing activities
- Oversee organization's branding and marketing strategy
- Prepare for and attend industry events
- Conduct competitive intelligence and monitor market trends
- Report on monthly digital marketing and specific campaign metrics
- Support the sales team in revising proposals & PowerPoint presentations
- Participate in ad hoc special projects as required

2. Skill Qualifications

- a. Minimum requirements
 - University or College Degree in Marketing/Communications with a strong academic record
 - 1-2 years of marketing or digital marketing experience preferred (Co-op & Internship experience will be considered)

- Ready to start work and able to work legally in Toronto, Ontario, Canada
 - Ability to travel to the USA
 - Experience with Google Suite (Google Analytics, Google Search Console, Google AdWords etc.)
 - Experience with social media management tools (Hootsuite, Buffer etc.) and email marketing software (Constant Contacts)
 - Knowledge of social media best practices especially LinkedIn, YouTube, Twitter & Paid Social Campaigns
 - Strong copywriting and editing experience
 - Experience with WordPress
 - Strong Microsoft Office capabilities (Word, PowerPoint & Outlook)
 - Experience with Adobe Creative Suite (Illustrator, Photoshop, Publisher, Premiere Pro)
 - Fluency in English. Other languages would be an asset
- b. Ideal Additional Skills
- Graphic design experience
 - Experience with Paid Social Media Campaigns and AdWords
 - Strong knowledge of inbound marketing and digital marketing best practices
- c. Soft Skills:
- Exceptional communications skills
 - Time / project management
 - Detail oriented with an analytical mindset
 - Ability to self-manage workload with keen motivation to grow

This is a full-time position salary commensurate with experience. Recent graduates are welcome to apply.

Please apply directly to Faye Wales, via email: peopletime@shaw.ca

This is an excellent opportunity for a highly motivated individual to break into a growing area of business analytics & management consulting. We are one of the top firms worldwide in a highly specialized area that is experiencing tremendous growth. To learn more about the company, please visit www.pricingsolutions.com.