



Position: Marketing & Communications Coordinator

We are looking for a Marketing & Communications Coordinator to participate in our company's advertising campaigns and coordinate communications to our clients. Your main responsibilities include conducting marketing research, producing promotional materials, overseeing company social media presence and serving as a liaison to media outlets.

Our ideal candidate can help promote the company and suggest creative ways to increase brand awareness. If you have excellent communication skills and a passion for connecting brands with their clients, we want to meet you.

Responsibilities

- Design marketing and promotional materials for the company
- Design and implement successful marketing campaigns
- Edit promotional materials prior to distribution
- Organize promotional activities for new products, services and events
- Set up tracking for online marketing activities
- Identify and analyze competitors
- Organize promotional activities for new products, services and events
- Assist in analyzing sales information
- Assist in preparation of (monthly, quarterly and annual) forecasts
- Analyze company's social media and online presence
- Contribute to company blog and website
- Assist in redesigning company website as necessary
- Maintains company presence on social media sites like Twitter, LinkedIn, Instagram
- Research ways to reach a wider consumer base
- Advises company partners on ways to improve or update public image
- Ensures that all promotional materials are aligned with company's brand identity
- Serve as point of contact for media inquiries
- Contribute to RA Group's corporate profile through active participation in professional associations and committees
- Business travel expected up to 25 % throughout North America

Required Qualifications

- Bachelor's degree in marketing or communications.
- Knowledge of traditional and digital marketing tools
- Experience with research methods using data analytics software
- Familiarity with CRM and Content management system
- Experience with SEO/SEM campaigns
- Demonstrates strong writing and editing skills
- Excellent communication and presentation skills
- Exhibits excellent interpersonal skills
- Solid computer skills, including MS Office, web analytics and Google Adwords
- Knowledge of website design and html a plus

R.A. Group is an Equal Opportunity Employer and is committed to employment equity and workplace diversity. We strive for equality, inclusiveness and diversity in all our programs, practices, facilities and people. All qualified applicants are encouraged to apply. We offer competitive salaries and benefits. We also ensure our employees are taken care of through generous vacation time, and rewards.