

Marketing Coordinator – Maternity Leave Contract Dovetail Communications Inc. Hybrid

Dovetail Communications Inc. offers complete contract publishing services including editorial, design, production, advertising sales and marketing to many of Canada's leading professional, business and leisure association publications. The Marketing Department at Dovetail Communications Inc. is looking for a Marketing Coordinator to join our team. Reporting to the Director of Marketing, you will be balancing your time between administrative tasks and being part of a project team on multiple marketing and communications projects.

What we are looking for: An energetic individual who is team-oriented and hard-working with a can-do attitude.

Responsibilities:

- Support and assist the Director, Marketing in all marketing and communications projects
- Research key industry associations, trade publications and media; conduct detailed market research for market analysis, competitive analysis and market positioning, as well as analysis of past marketing campaigns
- Working knowledge of various reporting programs including Google Analytics for tracking on-line data
- Working with our web supplier to create and maintain various websites
- Coordinate design, production and distribution of marketing materials and other promotional materials (may include e-mail, press releases, media kits, advertisements, on-site marketing collateral and signage, etc).
- Establish and maintain contact with external suppliers to ensure timely execution of marketing activity; track deliveries, orders, and inventory of promotional materials, including sourcing and costing
- Responsible for creating creative copy and gathering content for graphic designer and proofreading all marketing materials before publishing (email blasts, promotional pieces, etc.)
- Aiding in event coordination and collateral

Qualifications:

- Post Secondary Education (Marketing or Business degree preferred)
- 1-2 years relevant marketing experience
- Strong organizational, analytical, project management, time management and communication skills
- Ability to multi-task and meet tight deadlines
- Organized with strong attention to detail, and able to coordinate and maintain multiple projects concurrently
- Excellent interpersonal skills and the ability to effectively communicate with and relate to all levels both within and outside the organization
- Self-motivated and able to work effectively both independently and as part of a team
- Excellent verbal and written communication skills
- High level of proficiency in MS Office including Word, Excel, PowerPoint, and Outlook
- Experience in social media an asset

If this sounds like you, forward your resume to hr@dvtail.com.