**Marketing Officer**

The Marketing Officer is responsible for assisting in the company effort to reach and exceed sales targets; leads the development and execution of marketing and communications plans for all departments; contributes to the development of the annual recruitment plan; leads the development of annual advertising and marketing campaigns; regularly coordinates market research.

**Marketing Officer Responsibilities:**

* Assist with development and manage marketing both strategic and operational activities.
* Advance the company brand through managing the company’s' digital presence, including website, social media, digital screens, email, and radio messaging.
* Assist with creation and assist in leading integrated marketing campaigns such as responsible for the design and publication of marketing materials such as displays, promotional items and temporary signage.
* Assist in sourcing and managing vendor relationships.
* Manage marketing and communications budget.
* Coordinate photography and videography and manage the storage of files.
* Develop and manage both strategic and operational and communications activities.
* Lead issues management as it relates to communication and marketing.
* Develop and maintain a social media guideline and a marketing booth etiquette guideline.
* Edit and proof-read communication policies and procedures.
* Communicate company's policies and procedures.
* Create and distribute content for articles and special announcements (community articles, press releases, etc.)
* Assist in the planning and organization of large-scale events hosted by the company.

**Marketing Officer Requirements:**

* Post-secondary 3-year diploma in Marketing/Communications.
* Master's degree is considered an asset.
* Minimum 5 years’ related work experience in a combination of marketing, advertising, printing, publishing, graphic arts, and multi-media production.
* An equivalent combination of education and/or experience may be considered; preference will be given to applicants meeting the education requirements.
* Experience with email marketing, web analytics, and marketing automation systems is an asset.
* Demonstrated excellent verbal and written communication skills.
* Highly organized, creative and attentive.
* Strong written and verbal communication skills.
* Exceptional interpersonal skills.
* Ability to work effectively independently and with others.
* Basic graphic design skills (Photoshop, Illustration, lnDesign) and website management experience is an asset.