

Marketing Coordinator

The Marketing Coordinator is responsible for all activities related to digital and traditional marketing programs for Plexpack's business. Reporting to the Sr Manager of Marketing and Distribution, the Marketing Coordinator will develop, plan, and execute initiatives and campaigns. The marketing team's strategic objective is to enable business growth, generate leads, and increase brand awareness of Plexpack's products and services within target market segments.

Responsibilities:

- Collaborate with Sr Manager of Marketing and Sales team to develop and deploy go-to-market strategies, product positioning and messaging for all Plexpack brands
- Research, define and report on Plexpack's current and future customers by segment, including how they buy, why they buy, where they learn and their buying criteria
- Conduct and deliver competitive analyses
- Manage agencies and vendors responsible for managing marketing channels, campaign support, content production, etc.
- Coordinate with internal teams across the business to create campaigns and content related to happenings within the business (ex. product launches, in-stock equipment updates, OEM days, etc.)
- Create engaging print, video, and digital content
- Create, update, deliver, and present marketing calendar to internal and external stakeholders
- Work with Sr Manager of Marketing to generate and present marketing KPIs and analyses
- Monitor and collaborate on marketing budget
- Manage, organize, and administer marketing materials within systems such as Sharepoint, Vimeo, CMS etc.
- Manage, develop, and administer marketing systems such as Hubspot and Intercom
- Plan, organize, and execute Plexpack's participation in tradeshow and related events
- Manage and maintain tradeshow inventory

Required Skills & Experience

- University degree/diploma in business, sciences, marketing, or communications
- Minimum of 2 years full time experience in marketing
- Strong writing and project management skills; comfortable seeing projects from ideation to execution
- Outstanding communication and presentation skills
- Comfortable providing weekly updates and reports to senior management
- Experience with or demonstrable ability to learn and use Salesforce CRM and Hubspot
- Adobe Creative Cloud excellency including InDesign, Photoshop, Premier Pro, and Illustrator strongly preferred
- Photography and Videography experience strongly preferred
- Proficiency in Excel, Word, and PowerPoint
- Bilingual in French or Spanish strongly preferred



- Tenacity; thrives in fast paced and entrepreneurial environments
- Enthusiasm for learning more about marketing management and strategy

PLEXPACK CORP.

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