

JOB DESCRIPTION

Position:	Marketing Coordinator
Department:	Corporate Development
Reporting to:	Director, Marketing

The Company:

Novator E-Commerce is a leading full service e-commerce solution partner that supports some of the finest global e-commerce businesses including Brookstone, FTD.com, American Express International, Lucas Films, Interflora (UK), Warner Bros, Shoppers Stop Limited (India), Marvel Entertainment and more. We offer a relaxed work environment and a competitive salary as well as a benefits program. We are looking for an outstanding Marketing Coordinator who will play a major role in the growth of the Novator Marketing Department. If you like to work hard and play hard, this is the place to do it. You'll hang out with smart people, you'll learn a lot and you'll have a great time doing it!

Duties and Responsibilities:

Reporting to the Director of Marketing, the Marketing Coordinator will be responsible for supporting Novator's inbound and outbound marketing efforts, campaigns, and deliverables from concept to completion. In this role the candidate will assist the Director of Marketing in developing, implementing and tracking various web marketing initiatives including lead generation campaigns, e-newsletters, corporate website, and social media (corporate Blog/Twitter, RSS News Feeds).

The candidate will also be responsible for assisting in variety of additional areas including; marketing research and competitive assessment, promotion and planning to support sales initiatives, media relations, and publications/e-newsletter research and writing. Superior writing skills are essential, as the position requires the ability to develop a wide variety of communications tools, including: press releases, e-newsletters, email campaign copy, website copy, and customer case studies.

Varied tasks shall include (but not limited to):

- Online Lead Generation Campaigns - Coordinate the development and tactical execution of weekly/monthly outbound, online lead generation and nurturing campaigns. The Candidate will support all aspects of the web campaigns including the creation of copy, creative, offer and landing pages, development of targeted lists, deployment, measurement and reporting as well as gathering and maintaining all leads generated before they are passed to Sales.
- Corporate Website - Assist in the management of the corporate website as a marketing, lead generation and branding tool. This includes developing and implementing copy and creative, leveraging analytics to identify and improve the website (i.e. Google Analytics, abandonment, data form fields), recommending design changes, proofreading and optimizing all content on the website (SEO/Google AdWords), as well as the general day-to-day maintenance and updating of Novator.com in order to ensure it remains fresh and relevant.
- Social Media Marketing - Identify, create, plan, evaluate and measure new social marketing strategies for Novator. Build strategies and tactics to position and grow the brand and generate leads across social media and new emerging platforms. This will require knowledge and experience with various B2B social media/marketing tools and techniques for business including corporate blog tools, Twitter, corporate website content/promotions, etc.
- Marketing Communication - Assist in the development of content, copy and creative as well as the tactical execution and tracking/measurement of monthly HTML email blasts/e-newsletter communication, online advertising banners, landing web pages, and Sales/Insides Sales communication. Facilitate the development, production and distribution of marketing collateral and printed communications: brochures, customer case studies, direct mail campaigns and advertising opportunities.
- Trade Shows & Events - Assist in coordinating logistics and details for trade shows, conferences and events.
- PR & Media - Support Novator media and PR efforts, including writing and proofreading press release, pitches, interviews, case studies, testimonials and business benefit documents.
- General Marketing Administration – Ensure that Marketing support materials and communication is readily available and up-to-date, develop content and consistently update company internal intranet, and Sales Tool Kit etc. on a regular basis. Support other marketing department activities as required.
- Become an asset in the overall business development process through a continued understanding and articulation of Novator's Virtual Retailer™ software and professional services offering.

Essential Qualifications and Skills:

- A Bachelor's Degree, Post Graduate Program or College Diploma in Marketing, Communications and/or Business.
- Completion of at least one marketing related work term/ internship (or equivalent hands-on work experience).
- Exceptional oral and written communication skills including writing, editing and proofreading experience – articulate and creative.
- Very strong time management and organizational skills with the ability to prioritize and manage own workload while multi-tasking in order to meet deadlines - a MUST.
- Highly energetic team player with a strong attention to detail and the ability to work both independently and collaboratively within the Marketing team.
- Proven track record in deploying marketing campaigns (e-mail, newsletter, web, direct mail – experienced with various email marketing and analytics tools a plus)
- Extremely proficient in Microsoft Word, PowerPoint, Excel and Outlook (experience with Salesforce CRM a plus).
- Experience with Adobe Creative Suite, HTML and CSS would be a plus but not a necessity.
- Knowledge and experience with various B2B social media/marketing tools and techniques for business including corporate blog tools, Twitter, corporate website content/promotions, web leadership etc.
- Strong interest in and passion for web marketing (B2B), social media, SEO/SEM, SaaS technology trends and e-commerce.

Details:

This is a full-time position working from the Novator E-Commerce head office in Toronto (King & Spadina). Salary: Commensurate with experience.

Please submit your resume and cover letter via email to lmcgregor@novator.com referencing the job title in the subject line (submission should be sent in MSWord/PDF). We thank all applicants in advance; however, we will only be contacting those under consideration.