

**POSITION:** Marketing Coordinator/ Digital Marketing & Sales

The Marketing Assistant/Graphic Designer at Baüne is responsible for continuously maintaining the company's brand aesthetics, internally and externally. This includes reviewing, updating, and maintaining the company's visual representation in all aspects of design including typography, composition, and color. The creative talents of the individual in this role will be applied to website content, digital advertisements, marketing materials, sales documents, trade show materials and web graphics. In long term, the candidate will be responsible for supporting the Product Managers by performing market research, market analysis, and maintaining customer relationship management tool. The successful candidate will be an innovative, out-of-the-box thinker who strives for design excellence and enjoys challenges. The candidate also seeks to have a broader role in the business success by being involved in strategic marketing function.

**Responsibilities:**

In collaboration with Product Managers, the Marketing Coordinator/Graphic Designer is responsible for developing company imageries and delivering a powerful and consistent brand. This will be achieved via digital and print form and by leveraging a proven graphics ability with great attention to details.

The role also includes a marketing function where the candidate, under the direction of the Product Managers, will perform market research, collect publicly available information to identify market segments, competitive landscape, and positioning strategies.

- Develop and execute plans to achieve marketplace sales targets
- Manage and maintain product pricing and marketing strategy across all marketplaces
- Provide forecasting recommendations to assist in production planning
- Work with the production team to ensure smooth delivery for fulfillment by managing shipping prep tasks including entering orders, creating labels, and setting ship dates
- Propose and help implement marketing programs and promotional campaigns on marketplaces
- Manage marketplace customer service-related issues or questions and ensure timely response and resolution
- Provide monthly and quarterly marketplace sales reports to management team
- Provide monthly analytic reports with recommendations specific to driving and optimizing traffic, behavior, campaign response, keyword research/analysis, SEO, and SEM opportunity
- Work with marketing team members in the development of content for brands' Web sites including copy, merchandising, banners, and promotions
- Develop and manage efficient procedures and workflows for the digital content life cycle, including creation, approval, revision, and removal
- Manage advertising campaigns within approved budget
- Review new technologies to keep the company at the forefront of developments in digital marketing
- Stay current with marketplaces and trends to ensure top rated seller status
- Developing, managing, and designing layouts of communications such as presentations, newsletters, event support materials, research papers, and brochures.
- Planning, development and execution of national digital programs and campaigns, including online advertising, web site strategy and design, social media, mobile, and deliverables.

## Terms of Reference

- Interfacing with marketing communications functions, as well as PR, events, retail and business product marketing teams.
- Other duties and projects as assigned

### Qualifications:

- Minimum Qualifications
  - Bachelor's degree or diploma in Graphics, Architectural Studies related field.
  - 2 years of experience in digital marketing within the Telecommunications or High-Tech industry
- Core Competency Requirements
  - Deep understanding of digital marketing and digital production.
  - Proven experience delivering effective and innovative digital campaigns.
  - Proven experience delivering a variety of digital assets, including rich media online ads, micro sites, and social media applications.
  - Experience managing successful social media campaigns, and a solid understanding of social marketing.
  - Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
  - Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business.
  - Strong management skills, excellent oral and written communication skills.
  - Experience delivering digital campaigns for mainstream products and services
  - Proficient with Adobe Photoshop, Illustrator, InDesign, Framemaker, DreamWeaver, HTML, HTML 5, CSS

### What we offer:

You will experience the ins-and-outs of a fast-growing Startup with the opportunity to make a real difference. You will get to learn and work alongside high-performing entrepreneurs in an innovative and rewarding environment. You will work remotely but will need to be available from time to time on site for events. This is a part-time 2-month term with the possibility of extension or can lead to a permanent and full-time position within Baüne Ecosystem Inc.

Join our team today to gain hands-on experience that shapes the next generation of business.

We are excited to meet with and hire top talent out there. We appreciate your interest in working with us; however, only those applicants selected for interviews will be contacted.

### What are the pre-employment requirements?

- A Resume and Cover Letter outlining relevant motivations for applying for this position.
- Language: French or English, preferably both

If you make the shortlist for this role, you will hear from us within 10 business days of the posting close date. We will also keep your application on file for future roles that you may wish to consider.

## Terms of Reference

We are equal opportunity employer. If your application is shortlisted, you will participate in a digital interview for final selection.

### **How do I Apply?**

Email us at [workwith@baune.ca](mailto:workwith@baune.ca)