

MARKETING COORDINATOR

The Marketing Coordinator plays a key role in assisting with the development, coordination, and implementation of all marketing strategies and initiatives. This position is accountable for the coordination of internal and external marketing activities and plays an active role in promoting the Company, its products/services, and core values.

RESPONSIBILITIES:

- Assist in the development of the Company's marketing strategies.
- Develop creative content, and design marketing materials, including but not limited to, print brochures, flyers, posters, newsletters, presentations, websites, and training materials.
- Proofread, edit, and improve content, with an eye for SEO best practice; ensuring all content aligns with regulatory requirements, the Company's marketing strategy, and core values.
- Coordinate social media activities, including writing and posting content for all Company social media platforms.
- Monitor, review and report on all marketing activity including web and social media analytics, monitoring social media reviews/comments/messages.
- Administer and coordinate all branding efforts, ensuring all marketing content and products comply with the Company's marketing strategy and brand guidelines.
- Organize the production of branded items such as stationary and promotional materials and collaborate with vendors for quotes, proof approvals, and delivery of print and promotional materials.
- Collaborate with internal departments to provide marketing assistance and support as required.

MINIMUM QUALIFICATIONS:

Education/Experience:

- Post-secondary degree/diploma in Marketing, Graphic Design, Marketing Communications, Digital Media or related fields
- 5 years of progressive marketing experience in content creation and design

Skills/Abilities:

- Exceptional written communication skills with a demonstrated track record of developing creative marketing content
- Advanced knowledge of current graphic design software applications including Adobe InDesign and Adobe Photoshop
- Experience with social media platforms, posting content and online networking
- Experience producing visual content or experience working with graphic and digital designers is an asset
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data
- Excellent command of Microsoft Word, Excel, PowerPoint
- Experience with Hub Spot, Mail Chimp, Constant Contact is preferred
- Basic knowledge of HTML, CSS, and/or WordPress is an asset
- Detail-oriented with the ability to effectively multi-task and meet deadlines
- Creative, passionate, and enthusiastic with a can-do attitude.

Please submit resume and cover letter to HR@orican.com. We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Old Republic Canada is an equal opportunity employer. Accommodation will be provided for qualified applicants with a disability throughout all parts of the hiring process. If you require an accommodation due to a disability, please contact Human Resources and we will work with you to determine an appropriate accommodation. Applicants need to make their needs known in advance.