



Helm Role and Job Description:

Marketing Coordinator

The Role

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We are currently looking for a Marketing Coordinator to help take our customer base and our product to the next level. As part of a nimble start-up team, you will own the day to day execution of marketing campaigns and activities including social media, email marketing, content creation, and event organizing. You will also be empowered to lead the research and test new ways to make our marketing more effective. You will be an integral part of our customer's journey, working with our team to ensure our marketing content, messaging, and tone meet both our customers' needs and desires. By always making sure they succeed, our entire team succeeds.

Who You'll Work With

We're a tight-knit, distributed team. You will be collaborating with the entire team at some level and will most definitely learn a host of new skills in a very short period of time.

What You'll Do

You will be exposed to a diverse set of tasks in a remote and independent work setting and have tremendous growth opportunities. Your key responsibilities include:

- Assisting our Customer Advocates and Account Managers with marketing asset creation (i.e. effective copywriting across marketing materials, helping host webinars, creating landing pages, pushing social media blasts, etc.)
- Planning, building and executing monthly social media campaigns that align with our team's direction and goals
- Helping plan, build and execute nurturing campaigns for existing Helm customers
- Researching, planning, building and executing marketing campaigns to guide prospective Helm customers through their buyer journey
- Helping plan, build and execute general marketing activities (i.e. conventions, merchandise, etc.) as required
- Repurposing existing educational content for marketing purposes
- Monitoring and reporting on the effectiveness of any marketing campaigns

You Are

- A Canadian citizen, permanent resident or person who has been granted refugee status in Canada
- A graduate of a post-secondary program within the last 3 years and a youth under the age of 30 (as this role is reliant on the Youth Employment and Skills Strategy (YESS) Program)
- An incredible communicator able to execute and implement quickly and effectively
- Creative minded

- Able to embrace technology and are always thinking about how it can make things better
- Able to rapidly switch gears
- Someone who thrives in a fast-paced, growing company where hard work and “the grind” is rewarding
- Someone proactive and authentically focussed on helping and guiding others to their best outcome
- Familiar with automated marketing tools, CMS systems and approaches
- Familiar with social media campaign planning and execution
- Self-motivated and self-managing, with strong organizational skills
- Positive and have a solution-oriented mindset
- Able to thrive in a fully remote situation

Bonus Points

- You have experience working with HubSpot Marketing and CMS
- You have experience working with HubSpot Sales and Support
- You have 2+ years of experience in a fintech company, technology startup, or an accounting or bookkeeping firm
- You have 2+ years of experience in customer service, customer support or teaching role
- You have knowledge in financial planning or business budgeting and forecasting
- You have prior exposure to bookkeeping and accounting
- You have knowledge of modern accounting systems and software

Objectives

- Within three months, you will:
 - Become extremely familiar with Helm’s main customer segments and profiles, as well as Helm’s main competitors
 - Become highly proficient in using HubSpot, Helm’s primary tool for marketing efforts
 - Support Helm’s Customer Advocates and Account Managers in their various activities
 - Maintain and deliver a newsletter for branding and awareness purposes
 - Begin researching, and executing, ways to reach Helm’s target customer profiles
- Within six months, you will:
 - Own the Helm’s social accounts, planning social post releases in line with corporate and product strategies and goals, and facilitating interactions with any activity generated by these posts
 - Expand Helm’s reach by expanding our marketing efforts to areas that are seeing results, adding new marketing contacts each month
 - Formally expand Helm’s marketing channels beyond the accounting channel, with targeted, compelling content for small business users.

- Begin making suggestions for ways to drive more significant leads through Helm's overall marketing efforts
- Within one year, you will:
 - Be able to assist or manage other staff or contractors in Helm's marketing efforts.

Activities

- Assist Team with marketing asset creation (i.e. helping host webinars, creating landing pages, pushing social media blasts, etc.)
- Plan, build and execute monthly social media and email nurturing campaigns (i.e. newsletters) for Helm contacts and customers
- Research, plan, build and execute automated HubSpot marketing campaigns through various mediums, targeting Helm's different customer profiles
- Plan, build and execute convention presence as required
- Repurpose existing content for marketing purposes (i.e. Accelerator Program course material into generic blogs)
- Monitor and report on the effectiveness of all marketing campaigns using Helm's tools

Results

- Our marketing contact list will increase
- Our social media presence will reach our target audiences
- Our general brand awareness will increase
- Our monthly conversions of leads to marketing qualified leads (MQLs) will increase
- Our monthly conversions of MQLs to sales qualified leads (SQLs) will increase
- Our monthly conversions of SQLs to paying customers will increase

Performance Measurement

- Percentage increase in marketing contact list each month
- Percentage increase in social media followers each month
- Percentage increase in marketing interactions each month
- Percentage increase in MQLs generated each month will increase
- Percentage increase in SQLs generated each month will increase
- Percentage increase in paying customers each month will increase

Potential Challenges

- Managing multiple marketing facets simultaneously
- Self directed work with limited resources
- Communicating with the team to ensure marketing is aligned with corporate and product goals
- Learning the various methods and procedures to use HubSpot effectively

About Helm

Fact: Over 80% of all small businesses fail.

Fact: Over 80% of those failures are related to cash flow issues.

Our Mission

Cash flow issues are the single biggest problem small businesses have. Helm was created to solve them.

Our platform automates the creation of cash flow forecasts, making it easier. Our app is beautiful, interactive and “smart” (and getting smarter by the day), making it intuitive and easy to understand. Our bots “cut cheques” for our users, eliminating mundane work and helping them save hard-earned time.

Simply put, we are innovating and automating really stale accounting processes and creating smart cash flow forecasts that people actually want to use. By getting more businesses planning... we will help more succeed. And that gets us excited.

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Benefits Helm Provides

We are an equal opportunity employer and wholeheartedly believe that diversity and inclusion make our organization better. For the right team member, this role will have fantastic growth opportunities.

You will also get:

- The ability to work remotely
- Amazing counterparts
- Competitive salary
- Competitive benefits
- Flexible vacation and sick time

Applications

Please submit applications to careers@takethehelm.app. In your response, please include your resume/CV.