



Marketing Coordinator

Job Description

Masdel Inc., the maker of the Original Magic Bag®, has a growing and passionate team fueling new product designs and innovations in the health, beauty and travel accessory consumer goods market. Masdel Inc. is seeking a Marketing Coordinator to work with the Product Development & Marketing Director to accomplish annual project goals and objectives pertaining to bringing new products and campaigns to life.

Role and responsibilities:

Revolve around participating in and supporting the PD&M Director in all projects and related tasks, including:

- Administering website (English / French) – WordPress / WooCommerce
- Administering & coordinating multiple social media pages (English / French) with internal and external teams
- Developing marketing copy for packaging, PowerPoint decks, social media and web.
- Coordinating photo collateral across all mediums in collaboration with our Art Director.
- Ensuring ERP database has accurate item specifications.
- Sample coordination and follow-ups with internal and external collaborators:
 - Translation
 - Photography
 - Mock-ups
 - Agency requests

Qualifications:

- College diploma, university diploma an asset
- Minimum of 2 years of experience in a similar coordination role
- Excellent verbal and written communication in English
- Good French communication and written skills
- Very strong computer skills in MS Office suite, WordPress CMS, Facebook Business Manager
- MailChimp experience an asset
- ERP database experience an asset

Skills:

- Excellent organization skills with keen attention-to-detail
- Ability to multi-task and manage deadlines and priorities
- Quick learner
- Ability to work independently with some supervision
- Ability to work under pressure
- Comfortable working with cross-functional teams (interacting with other departments)

Why Masdel?

We offer a work environment that values customer satisfaction, open communication, teamwork, tangible results and efficiency.

Other details:

Permanent and full-time (40 hours per week)

Benefit plan: medical & dental, insurance

