



Trout River Industries
+1-888-995-1200
32 Trout River Road
Coleman, Prince Edward Island, Canada
C0B 1H0

Marketing Coordinator

Job Description:

The Marketing Coordinator reports directly to the Chief Operating Officer. This person will be fluent in advertising and marketing. They will effectively use different media to market Trout River Industries, and its products, worldwide. They will have excellent communication skills and computer knowledge.

What does success look like?

Success for this position is a dynamic individual who has a positive work attitude and is skilled in all areas of marketing. Successful marketing is measured in increased global awareness of Trout River Industries and our product lines, and ultimately increased sales.

Responsibilities (Including, but not limited to):

- Daily updates to social media accounts (Facebook, Instagram, Twitter)
- Maintenance and development of company website
- Overseeing production of Trout River media, brochures, etc.
- Planning, shooting and editing product information videos
- Regularly looking for positive ways to promote Trout River Industries
- Managing the development of Trout River Industry's online presence to maximize its effectiveness and return
- Planning, prioritizing and completing projects
- Working closely with the sales team to provide support
- Providing marketing support to costumers and dealers
- Sending out mail packages to potential dealers
- Study the competition (Stay ahead of the rest.)

Required Skills:

- Video production skills
- Excellent customer service skills
- Experience in Microsoft Office
- Effective organizational & problem-solving skills
- Resourceful & flexible
- Self-motivated
- Keen attention to detail
- Excellent written and verbal communication skills
- Ability to work independently and in a team environment

About our company:

We are proud to be the leading Canadian manufacturer of live bottom trailers with our Live Bottom, Hycube, Multi-Purpose Box and new agricultural line, The Crop Hopper. Located on beautiful Prince Edward Island, with more than 20 years' experience, Trout River Industries has reached out across the world to deliver high quality innovative products and solutions in the USA, Europe, Jordan, Japan, and Australia. If you want know where we are going next, join our team and find out.

What we offer:

- Competitive wage package
- Group benefits package including health, dental and vision
- RRSP plan
- Opportunities for advancement
- Strong team environment

To Apply:

To apply please drop off your resume in person at 32 Trout River Rd. Coleman, PE between 8am and 5pm Monday to Friday or email to deidre@troutriverindustries.ca.

We wish to thank all applicants for their interest; however, only those selected for an interview will be contacted.