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Marketing Coordinator Job Description

Are you a creative and fun-loving individual who's passionate about marketing? Do you love the idea of working in a company that creates delicious preserves and has an amazing team culture? Then we have the perfect job for you! Prince Edward Island Preserve Company is looking for a full time, year round Marketing Coordinator to join our team and help us take our marketing efforts to the next level! Responsibilities:

- Develop and execute exciting marketing campaigns to promote our delicious preserves and our awesome company culture!
- Manage our social media platforms (Facebook, Instagram, Twitter, TikTok, etc.) and come up with fun and engaging content to connect with our customers and fans.
- Create mouth-watering content for various marketing channels, including our website, email newsletters, and print materials.
- Collaborate with our sales team to create fun and playful marketing collateral that supports their efforts.
- Conduct research on the latest industry trends and come up with cool ideas that will make us stand out from the competition.
- Analyze our marketing data and come up with fun and creative insights to improve our campaigns and strategies.
- Work with external vendors such as graphic designers and printers to create amazing marketing materials.
- Help us maintain and update our website with fun and playful content that reflects our awesome company culture.
- Participate in events and trade shows as needed, and bring your fun-loving spirit to help us make a lasting impression on attendees.

Qualifications:

- A bachelor's degree in marketing, communications, or a related field.
- 1- 2 years of experience in marketing or related fields.
- Excellent written and verbal communication skills - we love people who can make us laugh!
- Strong organizational skills - because keeping things fun takes a bit of planning!
- Proficiency Google operation platform - because we want you to be able to bring your ideas to life!
- Experience with social media platforms, email marketing, and website content management systems.
- Ability to work collaboratively with cross-functional teams and external vendors.
- A fun-loving, creative, and innovative personality! At Prince Edward Island Preserve Company, we're not just a team - we're a family! We're passionate about what we do and we love having fun while we're at it.

As our Marketing Coordinator, you'll play a crucial role in helping us spread our message and connect with our customers in a playful and engaging way. So, if you're ready to join our team and bring your fun-loving spirit to work every day, apply today!

How to apply: Send cover letter and resume by emailing nicole@preservecompany.com by April 25, 2023.