

Position:	Marketing Coordinator
COMPANY:	Penner Farm Services
LOCATION:	Lacombe
HOURS:	Full-time
SALARY:	\$55,00 - \$65,000/year
REQUIREMENTS:	<ul style="list-style-type: none"> • Degree in Marketing and/or minimum 3 years/ of experience as a Marketing Coordinator or similar role • Knowledge of traditional and digital marketing tools • Solid computer skills, including MS Office, web analytics, and Google Adwords • Excellent communication and presentation skills • Outstanding creativity, insight, and a positive, go-to attitude • Impeccable interpersonal and customer-oriented skills • Strong organizational and time management skills • Strong project management skills • Analytical and problem-solving skills
DUTIES:	<ul style="list-style-type: none"> • Oversight of Corporate Identity and branding initiatives • Implements marketing and advertising campaigns to create and increase brand awareness by assembling and analyzing sales forecasts, preparing marketing and advertising strategies, plans, and objectives, and planning and organizing promotional presentations • Prepare marketing reports by collecting, analyzing, and summarizing data • Support sales staff by providing marketing data, market trends, forecasts, account analyses, new product information, project proposals, lead generation activities, and more • Keep promotional materials ready by coordinating requirements with design and graphics vendors, inventory stock, placing orders, verifying receipt • Coordinate events such as Open Houses, Webinars, Tradeshow, and other lead generating events • Monitor marketing budgets by comparing and analyzing actual results with plans and forecasts • Update job knowledge by participating in educational opportunities, reading trade publications • Digital marketing coordination and content management
POSTING DATE:	May 7, 2025
CLOSING DATE:	Open until filled
HOW TO APPLY:	Submit application by e-mail to careers@agrihub.ca