

Job Title: Marketing & Events Coordinator - 14 month contract

Job Overview:

We are seeking a dynamic and creative individual to join our team as a full-time in-office Marketing & Events Coordinator for a 14 month contract. The position is responsible for driving consumer awareness and providing a consistent brand voice and image across all marketing channels, targeted to an agriculture audience. In this role, you will be responsible for executing marketing and communication strategies as well managing the company's trade show presence, and organizing company hosted conferences and events. As the ideal creative candidate, you will have strong organizational and planning skills, have experience managing multiple social media platforms. This role includes the need for confident in-person communication skills, which will be required for giving presentations, speaking with producers and giving facility tours to large groups. In this role, you will also work closely with the company's Brand Designer.

Key Responsibilities:

Marketing, Communications and Content Creation

- Execute comprehensive marketing and communication plans to promote two brands and their products and services.
- Create content for various social media platforms (including but not limited to Facebook, Instagram, LinkedIn and Twitter), newsletters, print materials, advertisements, and press releases.
- Write and edit clear, accurate, and engaging educational content tailored to an agricultural audience, including producers, veterinarians and industry stakeholders.
- Maintain dynamic and user-friendly Wordpress websites to optimize online experience through regular content updates and visual appeal.
- Use Canva to design professional, brand-aligned graphics for social media, print, web, and event materials, following detailed brand guidelines.
- Collaborate with Maplevue Brand Designer to ensure consistent brand identity and messaging across all platforms.
- Utilize marketing analytics to measure and track key performance indicators, user behaviour, and campaign effectiveness to make data-driven decisions.
- Manage inventory of all marketing and promotional materials ensuring adequate supply for upcoming campaigns or events.
- Manage Company Calendar including promotions, deadlines, events, etc.

Event Coordination

- Plan and coordinate company participation in industry trade shows, conferences, open houses, and exhibitions proactively.
- Organize company hosted events such as symposiums, tours and meetings.
- Develop strategies to successfully portray brand visibility and impact while attending events.
- Collaborate with the sales team and management to ensure that event goals align with business objectives.
- Coordinate with vendors for booth design as well as promotional materials for upcoming campaigns or events.

Workplace Culture & Collaboration

- Focus on methods to encourage a positive, productive, and interactive working environment.
- Organize staff events to enhance collaboration and company morale.
- Facilitate effective communication and promote positive culture among team members.
- Conceptualize and implement new ideas to foster a professional and innovative workplace reputation.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- 1-3 Years experience.
- Proven experience in marketing communications, with a focus on content creation.
- Strong writing and editing skills, with attention to detail.
- Experience with social media management and digital marketing.
- Familiarity with branding principles and design aesthetics.
- Passion for fostering a positive organizational culture.
- Excellent interpersonal and communication skills.

Position Details:

This is a full-time position with some out of office related tasks and may require some overnight travel to attend industry shows or events outside of typical working hours. Normal working hours will be starting between 8:30AM until 4:30PM M-T and 8:30AM – 3:00PM Friday.

Hours weekly: 37.5

Compensation: Salary based on education and experience.

Vacation: 3 Weeks

Vehicle: Provided during normal working hours, applicants must have a clean driver's abstract.

Work Cell Phone, Laptop and Professional Camera provided.

Benefits

- Health, Dental and Life Insurance Benefits
- Opportunity for Performance-Based Bonus
- Encourage Professional Development

How to Apply:

Interested candidates should submit their resume, cover letter, and a portfolio showcasing relevant work to info@mapleviewagri.ca

Please include "Marketing and Events Coordinator Application" in the subject line.

Mapleview Agri Ltd is an equal opportunity employer. We encourage candidates from all backgrounds to apply. We appreciate all applicants but only those selected for an interview will be contacted.