



## Marketing Coordinator

### **The Opportunity:**

The Marketing Coordinator is responsible for assisting in the development and implementation of the company's brand strategy. This will be a part-time position for three days per week.

### **What you will be doing while you are here:**

- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation
- Provide market research, forecasts, competitive analyses, and consumer trends
- Create professionally branded sales tools- Power Points, one pager, posters etc.
- Create and track webinar/email marketing campaigns
- Support the maintenance and development of internal tools, webinars, including managing and updating our CRM system
- Assist in preparation and research of revised rollout of corporate website
- Plan and assist with trade shows and conferences (including preparation of materials)
- Continually seek and research new sources of prospective customer data, and provide recommendations to sales and marketing leadership
- Assist with the design and sourcing of promotional materials/products
- Engage the company's staff in updating social media platforms and maintaining and regularly updating the Company's social media platforms
- Communicate ideas for improving Grey Owl Engineering's processes and policies with a positive and constructive attitude
- Support Grey Owl Engineering's Health and Safety initiatives

### **If you have these, we would like to hear from you:**

- Graduated from a recognized post-secondary Business or Marketing program (preference given to candidates in a Marketing Program)
  - Legally eligible to work in Canada
  - A practical, innovative, collaborative and solution-focused approach to issues
  - Able to prioritize and manage multiple tasks
  - Comprehensive working knowledge of Microsoft Office products
  - Previous experience in website design and review would be an asset
  - Strong working knowledge of social media platforms (ie, LinkedIn)
  - Strong communication skills: verbal, business writing, electronic communications and presentations
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### **Why Grey Owl Engineering?**

Our Company is committed to providing an environment where we enable you to engage with our industry leading clients on a variety of capital and operating projects and be a key contributor to the success and growth of the Company. We help you be the best professional you can be in our services and industries.

### **What we bring to the table:**

- Competitive compensation packages
- Flexible working environment
- Benefits packages which includes Medical, Dental and Life
- Fast-paced, fun and collaborative environment
- A team invested in you both personally and professionally

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If this feels like a great fit please forward your **resume and cover letter** to [careers@greyowleng.com](mailto:careers@greyowleng.com)

**Applications that do not have a cover letter will not be considered.** Please include within your cover letter details about a school project that will be directly relevant to this role. Please note that interviews may be conducted remotely at this time.

We thank all those that apply, however only those considered for an interview will be contacted.