



Full Time | Marketing Coordinator

About Us:

Artex Barn Solutions, an innovative and fast-growing player in the dairy barn equipment industry, is seeking a full time Marketing Coordinator to work with a fast-paced team of global dairy experts.

With a changing market, Artex is putting more of a focus on digital marketing. The Marketing Coordinator will work with the Marketing Manager to execute, monitor, and report on various social media and email marketing campaigns.

Major Purpose:

This opportunity will be focused heavily on digital communication, administrative tasks, some event coordination, and assisting the Marketing Manager in executing the corporate marketing strategy.

We are looking for passionate marketers with the ability to work collaboratively as well as independently with minimal supervision. Although formal training and education is important, we are more interested in finding someone who pursues self-guided learning and is eager to grow as the role evolves.

In this position, you will be responsible for managing our digital marketing presence, assisting with webinar management, as well as supporting a fast-paced international sales teams to remotely coordinate tradeshows, networking events, and dealer events from our Abbotsford head office.

Main Duties

- **Social Media Management**
 - o Creating social content with existing materials
 - o Coordinating content creation with sales team and dealers under the guidance of the Marketing Manager
- **Webinar Coordination**
 - o Creating and managing webinar promotion and registration
 - o Managing chat and attendee questions during webinars
 - o Managing after event reporting and follow up
- **Email Marketing**
 - o Creating monthly nurture emails for sales team and dealers
 - o Creating quarterly nurture emails for all staff, partners, and customers
 - o Managing and updating contact lists as needed
 - o Manage email reporting and analytics



- **Event Coordination**
 - o Ownership over all secondary and co-op tradeshows
 - o Coordination of dealer events, farm tours, and open houses
- **Promotional Materials Management**
 - o Maintain accurate inventory counts
 - o Ensure that minimum inventory levels are maintained
 - o Source new promotional items as needed
- **Assist the Marketing Manager as needed**

Qualifications

- Education: diploma or certificate in marketing, communication, administration, event planning, or hospitality
- Or equivalent (2-3 years) professional experience mixed with passion and skill
- Ability to work both collaboratively and independently
- A positive self starter with a love of networking and public relations
- Organized and able to multitask, resilient under pressure
- Ability to manage change and resolve conflicts quickly
- Attentive to detail, proven problem-solving ability, and critical thinking skills
- Must be able to travel internationally if required
- Must be proficient with computer, Microsoft Suite (Outlook, Excel, Word, PowerPoint) and able to learn new skills independently

Bonus Points For:

- Experience with Adobe Photoshop and InDesign
- An interest in Videography/Photography
- Experience with SharePoint and Hootsuite

Contact:

Please email resumes to:

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