



Senior Marketing Coordinator

Edge Imaging

Edge Imaging's team is made up of over 200 employees with countless years of digital capture and school photography experience. Our state-of-the-art photo lab and customer care centre are located right in Burlington, Ontario. Despite the rapid growth of our staff and facilities, we proudly remain 100% Canadian owned and operated.

Duties and Responsibilities

- Coordinate the development and production of a wide range of marketing communications tools
- Track programs and campaigns, prepare performance analysis reports and make recommendations for future improvement.
- Develop, prepare and present quarterly competitive reviews.
- Develop and execute email programs including copywriting, layout and post-analysis.
- Manage the day to day relationships with various vendors and suppliers.
- Manage programs from start to finish including briefs, vendor management, execution and post analysis.
- Work closely with the Territory Managers to develop new support materials.
- Manage inventory for all marketing elements.
- Coordinate conference schedule with Territory Managers and manage execution of conference materials.
- Maintain marketing budget control report and docket system.
- Coordinate and (ideally update) regular website content changes.
- Handle ad-hoc requests for program/materials, etc.
- Coordinate customer surveys including development of questionnaire and tabulation of results.

Skills and attributes

- Must be a well-organized self-starter with and strong multi-tasking skills.
- Strong project management skills.
- Solid understanding of marketing principles.
- Team player and should meet or exceed team goals.
- Should be able to deliver creative and innovative thoughts.
- Strong copywriting skills and verbal communication skill
- Computer proficiency with all Microsoft Office products
- Have some experience with producing web page content.
- Demonstrated ability to work effectively within a team and with agency partners
- Joomla experience an asset

Education and Qualification

- Post-secondary education in a related discipline in marketing / advertising.
- Agency experience is a bonus.
- Min. 3 – 5 years' experience in Marketing.

Application Details

Submit CV and cover letter to Lori-anne Stewart at lstewart@edgeimaging.ca by September 9th, 2011.