



Marketing Coordinator \$50K+

This high profile, well-known private club is looking for someone to provide marketing support and participate in the strategy and execution of marketing initiatives including:

- email marketing campaigns and promotions;
- executive media campaigns including planning and buying, while adhering to CASL;
- managing Google Analytics to track traffic, revenue and conversions;
- database management: segmenting, scheduling, reporting, tracking and optimizing performance for all email communications;
- project coordination of all marketing related initiatives;
- liaise with designers and external as well as internal providers;
- assisting with the development and execution of annual promo calendars;
- drafting internal communications and newsletters;
- monitoring and providing monthly analytical reports on marketing activities;
- measuring and analyzing results to improve marketing strategy and drive campaign effectiveness;
- tracking budgets;
- event planning and coordination.

The requirements include 2 + years marketing experience (email and/or CRM), University or College degree in Marketing. Well-developed MS Office skills and some design software experience are needed. Knowledge of Constant Contact and Mail Chimp would be an asset. Also required are strong technical skills, an eye for detail and an analytical "bent", strong written and oral communication skills and the ability to think strategically.

Please e-mail your resume to recruitment consultant Wendy Harvie at wharvie@profileconsultants.com and quote reference number WH-793P.