



Reid's Heritage Group Position Description

Position Title:	Marketing Coordinator
Reports To:	Director, Marketing and Communications

Job Purpose

In order to maximize the effectiveness of our marketing strategies, RHG needs to improve our relationships with several groups, including: our marketing and advertising vendors, product suppliers, the Operations Department, our Signage Installation Team and our Sales Team. Agency outputs need to be monitored very closely and time-consuming proofreading needs to be checked for accuracy and consistency. Further to this, marketing files need to be filed in a secure database for future use, through an easy-to-find method.

Duties and Responsibilities

- Liaise between agency and in-house team
 - Address and respond to agency needs and activities as the agency liaison
- Coordinate and update a detailed critical path
 - Ensure all marketing activities have deadlines for design, approvals, print, delivery & install
- Seek internal approval for timely potential purchaser incentives
 - Keep incentives fresh in advertising
- Organize marketing collateral and promotional items
 - Research new promotional products
- Liaise between sales consultants and agencies/department
 - Process sales requests for collateral, signage, etc.
 - Print floor plans, feature sheets, etc.
 - Ensure timely quality and schedule delivery
- Proofread design files
 - Check for consistency of format, size, colour, font, design and text
- Obtain print quotations and send final files to print shop
 - Obtain competitive quotes
 - Coordinate file transfer from agency to print shop
 - Sign off on final proofs
 - Arrange for delivery
- Provide support to signage installers when required
- Organize and update marketing file database
- Coordinate events with assigned team
 - Orin Reid Golf Tournament, Employee Awards Ceremony Committee
- Serve as a brand ambassador at sponsorship events
 - Highland Games, Etc.



Qualifications

Minimum 3 years experience in either an agency setting or in-house marketing department.
Diploma or degree in Marketing, Visual Arts, Media or Communications may prove to be an asset.
Microsoft Office skills are required.

Working Conditions

Occasional weekend and/or evening work may be required.
At times, there may be several projects to execute at once, thus causing a higher degree of stress and pressure to meet deadlines.

Physical Requirements

Majority of the work day will be spent at a desk, working on a computer.
Ability to lift up to 30lbs required occasionally.

Direct Reports

Director, Marketing and Communications

Approved By:	<i>Signature of the person with the authority to approve the job description</i>
Date Approved:	<i>Date upon which the job description was approved</i>
Reviewed:	<i>Date when the job description was last reviewed</i>