

Marketing Account Coordinator

If you are excited by meeting and exceeding client expectations, then this role is for you! As our **Marketing Account Coordinator**, you know how important marketing best practices are and how to meet them, as you will be responsible for coordinating and overseeing all aspects of our clients' marketing service level agreements. You are a highly-organized and customer-oriented individual who will plan, track, measure and analyze monthly client tactics to ensure every detail is taken care of and communicated to our clients.

CreativeWorks Marketing is an award-winning agency that excels in strategic marketing, helping small-medium-sized businesses achieve their marketing goals.

Specifically, you will:

- Engage with clients through ongoing client meetings, setting agendas and follow-ups
- Delegate and track tasks to the internal team and external vendors
- Research as it relates to PR, tradeshow, etc.
- Track content and design time/hours and notify clients of hours against budget
- Create comprehensive monthly client analytical reports and recommendations
- Set client expectations regarding planning and timelines for activities
- Ensure all the details of a client's SLA and marketing plan are produced and meet client objectives and goals
- Communicate daily with clients in a professional manner
- Trouble-shoot any client issues that may arise
- Review all design, writing, online and offline marketing and website activities to ensure quality, accuracy and brand voice
- Assess and add meaning and value to monthly analytics reports, measuring them against client goals and objectives and satisfaction
- Ensure clients are well-informed on an ongoing and timely basis of the status of their projects or tasks
- Review all work before a client sees it to ensure quality work
- Facilitate mid-week meetings with staff to review and get status, and set priorities of tasks
- Meet with President once a week to review progress, client issues, and challenges
- Onboard new monthly clients
- Generate and promote new ideas for clients

The Ideal Candidate has:

- Two to four years' related experience in a B2B environment (preferably in an agency)
- University Degree and/or College Diploma (Marketing, Business, Communications)
- Superior people skills, professionalism, initiative and creative ideas
- Proven organization and multi-tasking skills
- Design sense and demonstrated ability to plan and implement marketing activities such as digital, web, PPC, social media, public relations and integrated campaigns
- Understanding of SEO, Google Analytics, Google AdWords
- Ability to multi-task timelines involving branding, design and writing
- Excellent verbal communication and interpersonal skills
- High level of professionalism and customer service orientation
- Must have use of a vehicle to attend meetings at client locations within the GTA

- Proficient working knowledge of WordPress, email marketing platforms, Adobe Creative Suite blog analytics and social analytics

What we offer:

- An opportunity to engage with various aspects of marketing
- An opportunity to make a difference
- Amazing hands-on and limitless learning opportunities
- An encouraging and supportive team culture
- Open and collaborative work environment
- Vacation days PLUS a week off at Christmas
- Onsite restaurant and Tim Hortons next door
- Team lunches
- Free and ample parking

We are located at the intersection of Woodbine and Steeles in Markham, just off the DVP with the TTC in front of our building.

If interested, please email a cover letter and resume with "Marketing Account Coordinator" in the subject line by October 26, 2018. No phone calls please. Only candidates of interest will be contacted. Thank you.