**Marketing Coordinator**

The Marketing Coordinator is responsible for managing the marketing program for KLC with input from the President and Executive Team. The marketing program consists of creating and delivering marketing activities, events, and ideas. Producing materials and developing campaigns to ensure the company’s messages are consistent.

**Essential Duties & Responsibilities**

* Research, develop and monitor annual marketing goals
* Create and implement strategies and timelines for all tactics within an annual calendar and budget
* Measure, review and create monthly reports on results of all marketing tactics
* Create a range of brand assets in both print and digital format to be used for sales purposes as well as in the production of company clothing, promotional items and signage
* Ensure KLC brand standards are consistent across all mediums
* Curate online presence through consistent posting of content to KLC’s website and other social media platforms
* Coordinate and manage the successful delivery of special events, both client and community related.
* Create and maintain a strategy to market KLC to potential employees, including the creation of job postings to fit this strategy
* Supervision of Administrative Assistant in general duties and particularly in the function of lead intake and use of lead tracking tools.

**Competencies**

* Maintain a high attention to detail in completion of all job tasks
* Ability to work to schedule completing tasks on time
* Strong interpersonal and communication skills

**Required Qualifications & Experience**

* 3 or more years related experience
* College diploma, university degree or combined academic background/experience in business administration, marketing and sales
* Proficient with Microsoft Office, Adobe Creative Suite, WordPress, MailChimp and various social media platforms
* Writing and graphic design experience
* Ability to interpret and follow a budget process

**Demands Analysis**

**Mental**

* Work to tight deadlines to complete projects; requires focus, precision and high attention to detail in work; deals with constant interruptions while completing tasks

**Relationships**

* Regularly uses interpersonal skills to deal with a wide variety of people on various issues

**Physical**

* Long hours sitting which can cause strain; will do some lifting of supplies from time to time

**Environmental**

* Spends majority of time within the office; occasionally exposed to weather outdoors

**Equipment**

* Uses standard office tools (computer, telephone, printers) used to complete tasks

**Performance Indicators**

1. **360 Reviews by Executive Team and Peers as to successful execution of Marketing Tactics throughout the fiscal year, as outlined by the Marketing calendar.**
2. **Leadership development through Participation in recruitment, Training And Development, on board training Administrative assistant**
3. **Marketing is Targeted to deliver number of raw Leads to won Projects ratio.**
4. **Marketing is Targeted to showcase KLC best Face at all times to Clients & circle of influence**