



## **About Us**

Kawartha Lakes Construction is an award-winning residential design-build firm located in beautiful Lakefield Ontario in the heart of the Kawarthas. We have been building exceptional experiences with homeowners for more than 30 years. To learn more about us please visit us online at [kawarthalakesconstruction.com](http://kawarthalakesconstruction.com)

## **What we offer**

We offer more than just a job; we offer a career. Do you like being resourceful? Do you like being creative? Are you passionate about the details? Do you enjoy the opportunity to change and grow? These are benchmarks for joining our team and what you can expect. Training, support, and growth are provided and paramount for our mutual success. All of our positions come with perks, including extended health care benefits, life/long term disability insurance, profit sharing and, most importantly, camaraderie!

## **The Role**

The Marketing Coordinator is responsible for managing the marketing program for Kawartha Lakes Construction.

## **Essential Duties**

- Develop strategic marketing initiatives and activities in alignment with the marketing program
- Create and implement strategies and timelines for all chosen media and activities within an annual calendar and budget
- Conduct market research to identify marketing opportunities
- Measure, review and create monthly reports on results of all marketing tactics
- Create, manage, and maintain a range of brand assets in both print and digital format
- Ensure KLC brand standards are consistent across all mediums ·

- Cultivate and maintain relationships with all marketing related contractors and vendors
- 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
- Manages and maintains a living library of digital photography, and videography

### **Required Qualifications & Experience**

- 3 or more years of related experience
- Post secondary degree or combined academic background/experience in marketing
- Proficient with social media and other digital platforms
- Proficient with Microsoft Office, Adobe Creative Suite, WordPress and MailChimp
- Writing and graphic design experience
- Google analytics experience
- Highly organized and detail oriented

*Please submit your resume, and a cover letter, telling us why you would be our next great team member to: [recruitment@kawarthalakesconstruction.com](mailto:recruitment@kawarthalakesconstruction.com)*

***We thank all candidates for their interest, only those candidates selected for an interview will be contacted.***