



BISHOP WATER

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INTELLIGENT SOLUTIONS FOR WATER

Marketing Coordination and Content Creator

Position Details Reporting to the CEO, the Marketing Coordinator implements company and business unit marketing initiatives, creates marketing materials, effectively manages projects and ensures company brand messages are consistent.

This requires ongoing coordination and partnership with the business units, suppliers and external agencies as required.

Responsibilities Include:

- Implement business unit and corporate marketing plans and tactics, coordinate flow of information and communication required and analyze the results.
- Design and create sales and marketing materials as required, producing, editing and optimizing support materials. Conduct competitive market research in support of marketing plan development; investigate and recommend the use of new marketing tools as appropriate and keep up to date with evolving marketing trends.
- Develop and place advertisements for a variety of marketing mediums including web, print, radio, outdoor, digital, etc. Coordinate and support event based marketing activities, promotional items, custom photography and video projects as required.
- Monitor and maintain digital marketing mediums including website and social media pages.
- Act as back up staff in specialty presentations to various industry groups.

Skill Requirement

- Passion and enthusiasm for marketing and communications
- College diploma minimum requirement
- Initial 6-month contract with potential for development into marketing and sales role

Deadline for applications 31 March