



Owned & Operated by Worldlynx Wireless

Role Description

Job Title: Marketing Coordinator	Department: Retail/Sales
Reports to: Marketing Manager	Date: September 2011
Locations: Toronto, Ontario (1 Position)	

The Marketing Coordinator will work in partnership with marketing management to support the retail and corporate channels within Worldlynx Wireless. The role will focus on marketing execution and dissemination of key information pertaining to all marketing driven activities.

Duties and Responsibilities

- Assisting Marketing Managers in coordinating various integrated communication, campaign and marketing activities.
- Manage social media strategy and execution
- Work within channels to obtain relevant information for marketing campaigns and internal projects
- Responsible for Worldlynx Wireless promotional items inventory control and procurement
- Coordinate distribution of marketing materials to Corporate and Retail channels
- Management of media calendars inclusive of print, radio and DM distribution
- Support senior management team on special projects as required
- Invoice reconciliation
- End to end coop management
- Monthly activity calendar management
- Manage budget and cross functional funding requests
- Interfacing with counterparts and building up relationships with them at marketing suppliers.
- Coordinating in production of a wide range of marketing communications.
- Developing and maintaining sales proposals and collateral, desktop publishing, rate cards, newsletters, brochures, and many other materials related to marketing.
- Executing a wide variety of details that involve direct mail, email broadcast campaigns, outbound calls, marketing trade shows and events, public relations, customer communications, media advertisements, promotions, and other marketing plans.
- Writing and maintaining content and providing monthly updates to company website.
- Attending tradeshows, company sponsored promotions and events, city tours.
- Monitoring online blogs for tracking communications related to the brand of a company.

- Executing and analyzing results of advertisement and marketing campaigns.

Skills and Specifications

- Ability to operate under solid pressure and meet tight deadlines.
- Excellent Excel, PowerPoint, Word, and Outlook skills.
- Sound understanding of marketing principles.
- Effective understanding of latest technologies and should identify how to apply them in marketing.
- Good team player and should meet or exceed team goals.
- Plan decisions and practice good judgment.
- Build excellent working relationship to attain goals.
- Work collaboratively and efficaciously as a team member.
- Be self-motivated, confident, energetic, and creative.
- Effectively communicate and make best use of interpersonal skills.
- Should be able to deliver creative and innovative thoughts.
- Communicate excellently in verbal and in writing with all kinds of people.
- Outgoing and Strategic

Education and Qualification

- Post Secondary degree in business, marketing or organizational development
- Relevant work experience an asset

To apply for this position please submit your resume and a covering letter to:

ldennis@worldlynxwireless.com

** Please indicate "Marketing Coordinator – Toronto" in the subject**