



MARKETING COORDINATOR

ABOUT US:

Smartrend Supply Ltd., established in 2004, is a leading manufacturer of customer-specific components and assemblies for transportation and general industrial applications. In 2018, First Light Safety Products was created as a subsidiary of Smartrend Supply Ltd. First Light, an innovative and progressive organization, incorporates LED technology into essential safety indicators to improve the visibility of school buses, thus increasing the safety of drivers and passengers of buses and other motor vehicles. Both organizations share a 20,000 sq ft, state of the art manufacturing facility.

SUMMARY:

The **Marketing Coordinator** will be responsible for creating and executing SMG's and First Light Safety Products marketing and brand strategies to assist in the achieving the company's sales targets. The successful candidate will coordinate and work cohesively with our outsourced marketing partners, and internal departments to deliver on the company's marketing objectives.

DETAILED DUTIES AND RESPONSIBILITIES:

- Create, implement, analyze, and report on the company's marketing strategy
- Track sales and marketing costs by analyzing and entering sales, expense, and new business data
- Create, deliver, edit, and optimize marketing materials
- Plan meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, and developing schedules and assignments
- Perform market research for specific industries to determine viability of project(s)
- Liaise with marketing agencies for development and maintenance for websites, marketing material, social media, and SEO
- Capture video and images, and produce short videos for marketing purposes
- Perform content update to all brand websites
- Develop, manage, and execute brand and marketing plans within appropriate timelines and budget
- Ensure that all Brand communication elements are consistent and accurate, and are reflective of current brand strategy and communication objectives
- Attend tradeshow
- Other projects as assigned by Management

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Degree in Marketing, Business Administration, or equivalent
- Background in design
- High level of organizational skills, detail oriented, and analytical
- Professional and clear communication skills coupled with the ability to network at a high level and build strong business relationships
- Background in online, digital marketing, and social media an asset
- An energetic, diligent work ethic
- A history of innovation, creativity, and delivering results
- Able to work with little supervision
- Must be able to travel through Canada and the USA
- Must have valid driver's licence

USA Office
Smartrend USA, LLC.
750 Vandalia Street
Saint Paul, MN 55114
Ph: 704.864.4216 Fax: 704.864.4280



Canadian Office
Smartrend Supply Ltd.
6 – 1249 Clarence Avenue
Winnipeg, MB R3T 1T4
Ph: 204.489.7237 Fax: 204.489.1547

Share with us your talent, drive, and entrepreneurial spirit and we will provide a creative and supportive environment, where valuable contributions are rewarded and celebrated with professional growth, job satisfaction, and an attractive total compensation program. We offer a benefits package to our employees including:

- Group Insurance Plan
- Paid Vacations

We would like to thank all applicants who apply, however, only those selected for an interview will be contacted.

Job Type:

- Full-time

Job Location:

- Winnipeg, MB

Required Education:

- Degree or certificate

Compensation:

- Depends on qualifications

Required language:

- Fluent in English, written and oral