

# MARKETING COORDINATOR

*You're an experienced marketing professional, seeking work in an organization that will allow you to put your marketing acumen to the test in practical ways. One that offers challenge and growth, and the opportunity to embrace your skills of strategic thinking and tactical execution. A company where you can make an impact, and be recognized as a valuable team member.*

Eagle's Flight is that organization, and today we're looking for a sharp, insightful Marketing Coordinator, who is capable of internalizing the Eagle's Flight brand, and executing across multiple platforms with total confidence and excellence.

This is not a start-from-scratch proposition, since we already have a strong brand identity, great campaigns and a fully set-up marketing automation (Hubspot) and CRM (Dynamics) system that is working well. This is about building on our current programs by delving deep into our industry's challenges, and focusing your energy into driving Eagle's Flight's growth.

Reporting to our VP Marketing, you'll be indispensable as the one who works with our agency, monitoring projects and initiatives, so total account/project management experience is a must. Ideally, you'll also bring specialized knowledge of marketing across the learning and development spectrum, and an in-depth understanding of human resources pain-points.

*Sound like you? If so, find more details on the following page.*



## The Details:

Our ideal candidate is smart and ambitious, brimming with positive energy. They love working at the tactical level, putting in all the work required to make a campaign successful. They also have a track record of flawless execution - every task is performed with the highest degree of accuracy and attention to detail.

This is a full time position.

## You Must Have:

- Experience in marketing roles with diverse responsibilities such as content development, digital media, project management, communication planning, lead nurturing, competitive analysis and tracking results
- Experience marketing B2B solutions
- Above average writing skills, and experience writing blog posts, articles or content marketing with high traction
- Experience using a marketing automation system (e.g. Hubspot/Marketo/Pardot)
- Experience using CRM software (i.e. MS Dynamics), and CMS programs (i.e. Wordpress)
- Post-secondary education in marketing

## You Should Have:

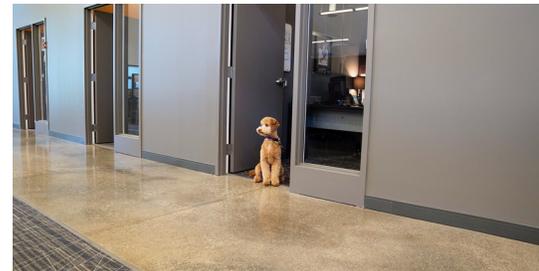
- Excellent customer service
- Knowledge of inbound marketing
- An understanding of Social selling
- A desire to learn

# About the Team You'll Be Joining

*Exceptional Service · Absolute Quality · Genuine Friendliness · Leadership Excellence · Ethical Profit*

Our team is renowned for the ownership they take in the quality of their work and delivering incredible outcomes together. As a result, we are a close knit family that is energetic, and collectively owns creating a positive environment. We do this through our strong commitment to our values.

In this role you will receive thorough training to kick start your career. Eagle's Flight employees who demonstrate high performance and commitment will have the opportunity for career development and advancement within our team.



## If this sounds like you, we'd love to hear from you!

To apply, please send the following **three things**:

1. Cover letter
2. Résumé
3. 1-2 minute video telling us about yourself and in what ways you will add to the Eagle's Flight team

Applications can be sent to [comesoarwithus@eaglesflight.com](mailto:comesoarwithus@eaglesflight.com). Please include **Marketing Coordinator** in your subject line.

We thank all applicants for their interest; however, only those selected for further consideration will be contacted. If you are a person with a disability and require accommodation to successfully apply, please email us to make your accommodation request.