***Location:*** Calgary, Alberta, Canada

***Position:*** Full Time

***Posting Expiry Date: TBD***

***Job Description:***

Reporting to the Sales Support Manager the Marketing Coordinator will be responsible for ensuring that key pieces within the marketing strategy are completed, and responsible for continuing maintenance and updates to our online presence, CRM, and website. There will also be responsibility to help ensure key tradeshow and events preparation is successful and provides the manager and sales team with necessary information. This role within the Marketing team is dynamic and can also take on additional requests as required.

***Responsibilities***

***CRM – HubSpot***

* Assist with implementation of processes for sales and system use.
* Capture key details from customers and transactions.
* Have a real time overview on pipeline and probability, including dashboards.
* Use CRM to compile social analytics and campaign stats.
* Ensure automations new/current continue to work properly.
* Following-up with sales team to see if any further training is required.

***Marketing Strategy***

* Provide data analytics to help support budget planning (ad performance, costing etc.).
* Based on the budget – help manager define the marketing strategy to support execution of plan.
* Monitor key marketing spends (advertising, merch, social campaigns) to assist with budget management.
* Creation and orders of merchandise, and marketing materials.
* Manage incoming budget requests with manager.

***Digital Marketing***

* Based on the near term upcoming annual budget – strategize a Digital Marketing Strategy to market our products and programs along with analytics based spend
* Launch Marketing Adverts and manage $$ spend to budget.
* Create and maintain internal branding and informational documentation.
* Create and launch social posts as per strategy and ad-hoc company posts to the market.
* Gather Leads on clicks, views, logins, etc. to create a lead list to be actioned by Sales.
* Website updates and performance enhancements to ensure we stay top-of-mind in searches.
* Follow up on all Lead generations to be entered into CRM.
* Identify growth areas and work with manager to help develop strategy.

***Events Management***

* Support the near term and longer-term strategic growth focus by identifying key events to partake in.
* Help with assessing costs and ensure the budget is in line with the events calendar.
* Provide guidance to the events administrator to ensure all logistics are set up prior to events taking place.
* Interact with the market by way of Digital ads to plan customers and leads meetings prior to event kick off
* Event planning and design, including but not limited to booth design, hotels, merch, promotion, working with show management to ensure key action items completed.

***Required Skills, Knowledge & Qualifications***

* Bachelor’s Degree in Marketing, Business, or related field
* 5 years of experience preferred.
* Established experience developing marketing strategies, plans and campaigns using various platforms.
* Metrics driven marketing mindset with a passion for creativity and ingenuity.
* Experience with marketing automation and CRM tools.
* Proficient with online marketing and social media platforms
* Proven expertise designing interactive applications and networking programs.
* Adobe Creative Suite – highly encouraged.

***Other:***

* Attend training courses as directed by the company to ensure knowledge and skills are current.
* Ability to work under pressure, meet tight deadlines and effectively handle changing priorities.
* Positive attitude and strong work ethic, must possess a high degree of cultural awareness, respect, and sensitivity.
* Able to work effectively independently and as part of a team within an open office environment.
* Ensure adherence to regulatory/professional standards and company policies.
* Make recommendations on policies and procedures to support continuous improvement.
* Other duties as assigned.

***Why work at Eagle?***

*We believe that everyone should enjoy their job and their place of work. We are constantly striving to ensure our workplace is a respectful, safe and; most importantly a great place to be. Eagle puts a high value on cooperation, accountability and dependability.*

*Eagle benefit package for permanent employees comprises of health, dental, vision care, paramedical coverage (massage therapy, chiropractic, acupuncture etc.), health care spending account, travel medical, life insurance, AD&D, short and long term disability and paid sick/personal days. We also offer a group RRSP program with company matched contributions. We hold employee appreciation and social events throughout the year, and on-going learning and development programs.*

*Eagle is an equal opportunity employer and has policies in place to prevent discrimination in our hiring practices based on current Canadian legislation. We encourage applications from qualified aboriginal persons, persons with disabilities, visible minorities and women.*

*All applicants must be eligible to work in Canada, are a permanent resident or hold a current and valid authorization (i.e. work permit).*

*No phone calls will be accepted. We appreciate your interest but only candidates selected for interviews will be contacted.*