



<https://intscanada.com/job/retail-marketing-design-coordinator/>

██████████-Retail Marketing & Design Coordinator

Description

At the AWIN Group of Dealerships, we enjoy the confidence of marques of distinction and are proud to represent them in the GTA. For over 30 years, we have been committed to the best in product selection, service and satisfaction.

By joining AWIN's diverse group of exceptional people, you'll have the chance to continuously progress and with the support of an inclusive culture, and exceptional brands, you can strive to become and express the best version of you. And in our turn, we're counting on you to help the business, the team and our communities to thrive. Join us.

Job Purpose

As a Retail Marketing & Design Coordinator, you will be expected to support the AWIN marketing team and the dealerships by developing and facilitating tactics and creating content to support multiple marketing and communications channels. You should already have a few years of corporate or agency experience preferably in a digital/interactive role, have a great eye for design, be fully comfortable with Adobe Creative Suite and managing content and UX. You will report directly to the Marketing Manager and collaborate closely with the Marketing & Brand Specialists and vendors.

Core Accountabilities

- Help manage the online and offline marketing landscape for the AWIN Group across all departments
- Management of Tier II website, social media and app
- Production of online and offline advertising (such as adwords, display, social, print and in-store creative development etc.)
- Quality control of content and inventory feeds
- Assist in measuring success of online efforts through Google Analytic/other web metrics and recommend improvement of performance
- New content design
- Templates development
- Work with the Marketing & Brand Specialist and the dealerships to update and optimize dealerships communication platforms when/as necessary
- Support with SEO improvement
- Update Tier III websites such as special offers in accordance to sales programs and special events or product launches
- Assist select dealerships and AWIN to keep track of digital performance through UTM tagging and Google Analytics
- Ensure compliance with the CI of the different automotive brands, and compliance with Sales & marketing Strategy/Legal Standards
- Assist in analyzing competitors' retail marketing and help identify strengths and weaknesses
- Assist the team when necessary, managing online registration and communication for dealer events. Stay informed of industry trends,

- benchmarks and best practices that affect our business
- Other duties as required.

Requirements

- Post-secondary diploma/degree in design, marketing, or equivalent experience
- Minimum of 3 years of experience in a design or marketing role in a corporate or advertising environment
- Proficient with Adobe Creative Suite (Photoshop, Dreamweaver, InDesign, Premiere, Illustrator, Acrobat)
- Computer skills: Adobe Creative Suite ((Photoshop, Dreamweaver, InDesign, Premiere, Illustrator, Acrobat), Microsoft Office (Excel, Powerpoint, Word), Google Analytics, Social Platforms (such as Facebook, Youtube, Instagram, LinkedIn, Hootsuite)
- Experience with basic HTML coding
- Experience working within a CMS website environment (WordPress experience considered an asset)
- Comfortable with video editing and image retouching
- Bold, innovative, passionate and enjoy the challenge – Honest and professional, a strong team player – Big picture thinker, go-getter, self-starter
- Valid Ontario Driver’s Licence

Hiring organization

INTS Consulting [redacted]

Date posted

2023[redacted]12[redacted]

Personal Attributes

- Passion, motivation, focus and leadership skills.
- Results focused approach.
- Team player.
- Strong communication skills both written and verbal.
- Ability to influence, negotiate and mediate effectively.
- Strong attention to detail.
- Ability to maintain confidentiality and professionalism.
- Excellent interpersonal and team building skills.
- Strong time management and organizational skills.
- Honest, courteous and able to demonstrate strong work ethics.
- Driven and ability to work with minimum supervision.

Key Benefits

- Excellent group benefits package
- Group RRSP contribution program
- Training and support program
- Continuing education, tuition reimbursements programs
- Growth and career opportunities among the diverse group of dealerships and head office

The AWIN Group of Dealerships is an equal opportunity employer and is committed to providing a workplace free from harassment and discrimination. We are committed to recruiting, hiring, training and promoting qualified people of all backgrounds. AWIN Group of Dealerships is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation during any stage of the recruitment process, please indicate this in your cover letter (or email)