



January 29, 2024  
Job Description – Marketing Coordinator

## OVERVIEW

Boleyn Media Group Inc. is a marketing agency that works with businesses across North America to increase their marketing presence. We specialize in websites, brand development, and digital advertising. Our growing team combines strategic thinking and emerging technologies to provide innovative solutions that consistently break new ground in our industry.

We are based in beautiful Campbell River, BC, with local and remote team members spread across the province. We believe in nurturing a creative and collaborative work environment for our team, where we share our successes and work together to encourage each other's professional growth.

We are looking to hire a Marketing Coordinator to join the Boleyn team immediately.

**Job Title:** Marketing Coordinator  
**Job Type:** Part-time Permanent Contract  
*(Local role with a 20-hour minimum per week)*  
**Wage:** \$20 - \$30 per hour based on experience  
**Reports to:** Marketing Manager  
**Start Date:** Immediately

## JOB SUMMARY

The Marketing Coordinator will be responsible for developing and implementing marketing and communications strategies. We are looking for an individual who can grow with the agency and support all facets of marketing. To start with, this role will support our client portfolio with client relations, social media management, digital advertising, and various creative projects as needed. The ideal candidate will be experienced in communications, graphic design, and digital advertising.

## CORE COMPETENCIES

- Exceptional Communication Skills
- Decision Making and Strategizing
- Strong Planning and Organizational Skills
- Exceptional Attention to Detail
- Strong Sense of Responsibility and Accountability
- Entrepreneurial Mindset



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## **DUTIES & RESPONSIBILITIES**

- Support the digital marketing team with planning, asset collection, creation, and reporting on campaigns for all clients
- Develop and continuously improve an understanding of digital marketing platforms through participation in platform-specific training and certifications
- Work in person with clients at least 1 day per week to provide guidance on internal marketing needs and support ongoing initiatives (local travel only)
- Work collaboratively with all team members and clients to provide support and develop an understanding of best practices and efficient procedures
- Perform tasks using web-based tools including website CMS, platform-specific marketing interfaces, and administrative programs
- Produce reports tailored to individual client needs

Every day our team collaborates in some way. This practice ensures we are all a part of the creative process, and our clients benefit from having the eyes of an entire agency on their business. This may be as simple as reviewing each other's work and offering suggestions, or as in-depth as thinking strategically about how our clients can better reach their audiences with future marketing efforts. We encourage all team members to contribute in this way.

## **REQUIREMENTS**

- This job is required to be able to work in person with team members in Campbell River
- Two (2) years of relevant work experience in creative agencies, or a similar combination of education and experience
- Highly effective prioritization, multi-tasking, and time management skills
- Ability to understand, use, and manage your emotions in positive ways to successfully contribute to a team environment
- Extensive knowledge of digital and traditional marketing
- Proficient with digitally advanced workspaces (Slack, Monday.com, Google Drive, etc.)
- Experience working with WordPress and Shopify websites is an asset

## **EMPLOYEE BENEFITS**

- Flexible work schedule
- Company events
- Opportunities for growth within the agency



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## **TO APPLY**

Please email your resume and cover letter to Jos and Alison Bell at [alison@boleynmedia.com](mailto:alison@boleynmedia.com) by Tuesday, February 13, 2024 at 5:00 pm. We appreciate your time and thank all applicants for their interest, but will only be responding to shortlisted applicants. Thank you!