



JOB POSTING: 2019-011 **POSITION #:** _____

JOB TITLE: Digital Marketing Specialist

COMPANY: Coulson Group

REPORTS TO: Marketing and PR Manager – Port Alberni BC

ABOUT THE COMPANY:

At Coulson, we know that our employees are our strongest asset. Guided by a successful past and a long-term innovative vision for growth, our future success will be driven by our people and our strategic approach to our work.

Aircraft fire fighting and developing new industrial technologies are much more than pieces of metal and components; we at Coulson are determined to make a difference saving lives and homes. In addition, we strive to improve the environment we share globally.

Family owned and operated since 1960, the Coulson Group of Companies began with Forestry in British Columbia. During the 1990s, Coulson expanded into Aviation and, led by a pioneering management team, we have become one of the foremost Aviation Fire Fighting Companies in the world. We operate in the USA and Australia, and we expect to expand to other countries around the world.

In addition to Aviation, Coulson has pursued other endeavours, the most recent of which has been Coulson Ice Blast, an industrial cleaning technology that has applications in many industries. In fact, Coulson was recently recognized with awards for our ground-breaking technology.

WHAT WE'RE LOOKING FOR:

We attribute much of our success to the strength of our Marketing Division. To build on this, we are searching for a highly qualified Digital Marketing Specialist to work closely with the Marketing Manager to contribute to existing Marketing programs. The Digital Marketing Specialist will also assist in developing new initiatives that align with company and client goals. The ideal candidate will have previous experience performing a wide range of Marketing functions, including communications, advertising, branding, digital marketing, social media, and videography. You must also be an organized multi-tasker able to prioritize diverse and competing projects and meet tight deadlines.

Responsibilities:

- Assist in developing and implementing the Company's Brand Strategy



- Ensure all Marketing efforts are designed to achieve immediate and long-term business objectives
- Identify and execute improvements to processes and content
Assist in maintaining and developing internal tools, including online content, marketing tools, project organization, websites, and videos
- Regularly participate in continuing education through workshops, research, and seminars, and share learnings – best practices, local marketing ideas and tactics – with the rest of the team
- Conduct research to analyze market trends, customer behaviour, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data
- Support Marketing Manager in evaluating and establishing the Marketing plan and strategy as follows:
 - o Assemble and analyze sales forecasts
 - o Set objectives
 - o Plan and organize promotional presentations
 - o Update calendars
- Communicate campaign objectives, timelines, and deliverables
- Continually seek and research new sources of prospective customer data, and provide recommendations to Sales and Marketing leadership

Requirements

- Bachelor's Degree in Marketing, Communications, or similar
- Minimum two (2) years' experience in a Digital Marketing Specialist or similar role
- Knowledge of traditional and digital marketing (social media strategy, Google Adwords), content marketing, and social media marketing
- Experience conducting research using data analytics software
- Excellent written, communication, and presentation skills
- Proficiency in full Microsoft Office suite, particularly with Excel and PowerPoint
- Proficiency in Adobe Create Suite
- Experience in Graphic Design, videography and/or photography
- Knowledge of web design is an asset

HOW TO APPLY:

Please submit your resume with a cover letter outlining your experience and salary expectations to jobs@coulsongroup.com.

We would like to thank all applicants in advance for their interest; however, only those selected for an interview will be contacted.



BENEFITS:

In addition to a competitive salary, Coulson provides excellent benefits as part of its Total Compensation Package. These include medical and dental benefits, pension, and the possibility for bonuses. Moreover, Coulson Group values and strongly encourages its employees to maintain a positive Work-Life Balance, creating an environment that champions creativity and autonomy.

We are proud of our team and encourage a respectful workplace where everyone is treated with dignity and all ideas are welcome. Moreover, we support growth within the company and provide opportunities for advancement.

We support diversity, equity, and a workplace that is free from harassment and discrimination. We are committed to providing accommodation for people with disabilities. If you require accommodation through any element of the competition process, please notify us and we will work with you to meet your needs.

Port Alberni is a jewel nestled in the Alberni Valley, offering many outdoor activities during your down time, including water sports, camping, hiking, snowshoeing, and others. With lakes, the Inlet, and mountains all around, you will never run out of things to do here. There is a movie theatre that is currently undergoing renovations, and many shops owned and operated by local residents. You will also find some of the most delicious seafood right here in town at one of our many local restaurants.

If you're looking for a quick weekend getaway, Tofino and Ucluelet are a mere two-hour drive West of town. If you're not looking for waves, Nanaimo is only an hour East, while Victoria is less than three hours South. Both offer big city shopping opportunities in addition to a wide variety of arts, entertainment, dining, and cultural activities. The Comox Valley is also less than two hours Northeast of the Valley, offering mountain biking, skiing, caving, and other outdoor activities. And let's not forget those adorable goats on the roof at Coombs!

Centrally located, Port Alberni offers you the benefits of a small town – affordable real estate, anyone? – with the ability to play outside and experience big city life nearby.

4890 CHERRY CREEK ROAD, PORT ALBERNI, BC, CANADA V9Y 8E9 P: 250.724.7600 F: 250.723.7766

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