



# Marketing Coordinator

## About the Company

Canada Royal Milk is a member of the Feihe International group of companies, Asia's number one infant formula brand. Canada Royal Milk is the only producer of infant formula in Canada, manufacturing quality products from Canadian cow and goat milk, ensuring the highest quality and nutritional value for our customers.

We are an international company with a multicultural workforce that is committed to diversity and inclusion. Our team members value and embrace different perspectives and new ideas.

## What We Offer

The opportunity to build and grow a progressive company, competitive wages, and extended health benefits.

## What We Look For

Curiosity, commitment to learning, and a winning mindset.

## About the Role

Reporting to the Marketing Manager with frequent interaction with the E-Commerce Supervisor, the Marketing Coordinator contributes to the development of marketing strategies, support the creation of marketing plans, and assist in managing the marketing budget as a member of the marketing function. Collaborate with all marketing functions to ensure efficient execution of marketing strategies and tactical plans.

The Marketing Coordinator fosters a collaborative environment that encourages cross-functional teamwork, communication, and knowledge sharing, ensuring a unified approach towards achieving shared goals.

The role requires advanced computing skills and strong attention to detail.

## Job Requirements

Applicants must be legally entitled to work in Canada and have strong English language skills. The ability to read and understand written English and communicate in English both spoken and in writing is a requirement of the job.

Education: Post Secondary Degree or Diploma in Marketing/Communication/Business or a related field.

Experience: Demonstrated work knowledge in marketing in areas preferred with a minimum of 2 years of experience

Work in compliance with the provisions of the OHSA, regulations, internal programs, policies and procedures.



## Key Duties and Responsibilities

1. Manage all aspects related to web-sites, including corporate and product websites:
  - Prepare web content copywriting as needed, aligning the copywriting with the overall marketing strategy, brand voice, and SEO best practices, driving increased engagement and conversions on the website.
  - Maintain and update website content, such as product information, blog posts, landing pages, and promotional offers.
  - Manage the FAQ section on the website, ensuring the information is complete, accurate, and up to date. Regularly review and update the FAQ content as needed to address customer inquiries and provide helpful information.
  - Collaborate with the Marketing Communication Agency, providing clear briefs and guidelines for website content creation when needed.
  - Review and approve website content created by the agency, ensuring accuracy, consistency, and alignment with SEO best practices.
  - Liaise with web development service providers as necessary to ensure a high-quality user experience.
2. Assist in developing and executing content marketing strategies, including creating blog posts, articles, and social media content.
3. Conduct market research to gather insights on industry trends, customer preferences, and market dynamics.
4. Design and administer surveys to collect quantitative data and customer feedback, informing marketing strategies.
5. Monitor competitors' activities, such as marketing campaigns, product launches, and pricing strategies.
6. Perform competitive pricing analysis to understand market positioning and make necessary adjustments to pricing strategies.
7. Coordinate the creation of marketing collateral, including brochures, presentations, sales materials, etc.
8. Work closely with the Marketing Digital Specialist, collaborating on the development and execution of B2C promotional campaigns, contribute to the creation of content and other assets required for running B2C promotional campaigns.
9. Monitor and analyze the performance of marketing campaigns, tracking key metrics and providing insights for optimization.
10. Support the team in organizing and coordinating events, trade shows, and promotional activities.
11. Administer the CRM (Customer Relationship Management) system:



- Participate in the development of the CRM system, establishing processes for maintenance and updates as needed.
- Organize collaboration with other functions to ensure high standards of customer care through the CRM system.
- Ensure compliance with legal requirements for collecting and storing consumers' personal data within the CRM system.

### **Working Conditions**

The standard office hours are Monday through Friday, 8:30 am to 5:30 pm. Most of the work occurs during regular weekday office hours. However, as an international company with continuous 24-7 operations, hours of work involved may vary to accommodate business needs. Flexible hours are required and may include evening and week-end hours from time to time.

As a dairy processor and infant formula manufacturer, CRM strives to exceed regulatory requirements for food safety, quality, hygiene, and good manufacturing practices. All employees who enter the processing areas for any reason must comply with all food safety protocols in addition to health and safety best practices.

Most work is performed in an office environment, with some requirements to work in other areas of the facility as needed. While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to walk; use hands to finger, handle or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand. The employee must frequently lift or move objects up to 10 pounds and occasionally lift or move objects up to 25 pounds.

### **Covid-19 Vaccination Policy**

The health and safety of our employees and customers is a top priority for Canada Royal Milk. Therefore, applicants will only be considered who are fully vaccinated, subject to human rights considerations and recognized medical exemptions.

### **Commitment to Diversity & Inclusion**

We strive to build a team that reflects the diversity of the community we work in, and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities.

If we can make this easier through accommodation in the recruitment process, please contact us at [careers@canadaroyalmilk.com](mailto:careers@canadaroyalmilk.com).

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