



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, 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/Graphic Design 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

- Create tailored content for diverse communication channels including website, social media, email marketing, and blogs. This involves developing copy scripts and integrating visuals effectively (50%)
- Coordinate marketing projects from planning to execution, including marketing events and consumer contests (25%)
- Support Digital Marketing Specialist and Customer Service Coordinator in engaging with the target audience on social media (10%)
- Coordinate marketing partnerships (10%)
- Handle administrative tasks (5%)

Opportunities and Environment:

- Entry-level position with opportunities for advancement.
- This position encourages creative freedom, entrepreneurial mindset, innovation, and growth.
- Part of a small dynamic team working on a major national brand launch.

Knowledge, Skills and Abilities

- Demonstrated ability to maintain confidentiality based on the requirement to access, review, maintain and distribute sensitive communication, materials and records
- Ability to show versatility and resourcefulness when problem solving
- Ability to organize priorities based on deadlines and importance of tasks
- Strong interpersonal skills; ability to effectively communicate information with all team members and management
- Demonstrate functional and technical knowledge, ability to learn new skills quickly, and achieve a high level of accomplishment.

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 frequent interaction with head office, hours of work involved may vary to accommodate differences in time zones. Flexible hours are required and may include evening and week-end hours.

This job operates in office and food manufacturing setting. Travel may be required, both within Canada and internationally.

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 2SLGBTQI, veterans, and people with disabilities.

If we can make this easier through accommodation in the recruitment process, please contact us at careers@canadaroyalmilk.com.