

## MARKETING COORDINATOR

BCM Insurance Company is a leader in Ontario's Mutual insurance sector. Our focus on our Policyholders and staff while being proactive in addressing any challenges is the foundation for BCM's success now and in the future.

We are looking for a talented team player to fill the role as a Marketing Coordinator. As such, the Marketing Coordinator will work closely with IT, Business Development Manager, and CEO while promoting BCM's line of insurance products within the community. Brand awareness, marketing proficiency, and a strong digital & social media presence are avenues BCM is looking to fulfill at a more robust level. Communication, attention to detail, a creative mindset, and an intimate understanding of digital advertising are the keys to success in this role.

### RESPONSIBILITIES:

- Maintain and improve brand awareness to meet growth objective over the next 5 years
- Lead on product development and promotion initiatives on both digital and print avenues
- Develop, coordinate, and implement media strategies including print materials, website maintenance, social media marketing, Google ad campaigns, monitoring Google analytics and e-newsletters.
- Maintaining a regular content schedule for social media platforms
- Measure and report performance of all marketing campaigns and assess against goals.
- Work closely with IT Manager to manage the architecture and content on BCM's intranet.
- Create content suited for social media communities including written posts, photos, and videos.
- Researching and providing insights and suggestions on social media trends and strategies (i.e. contesting, content format, etc.).
- Develop branding monitoring and metric protocols to create reports and presentations for BDM and CEO and assist in the production of other reports upon request.
- Lead the execution and analysis of media relations and marketing campaigns.
- Contribute to company meetings (such as monthly Board Meetings as well as the AGM) by producing graphics, PowerPoint slides, and online reservation systems;
- Develop and execute strategic marketing plans and budgets
- Oversee and direct all communication materials for BCM including print, online, web site, and event marketing
- Co-ordinate trade shows and company events for the purposes of brand awareness in Niagara
- Other duties and responsibilities as assigned by the Business Development Manager

### QUALIFICATIONS:

- Minimum 2 years work experience graphic design or equivalent.
- Minimum 2 years work experience in an advertising or marketing coordination capacity
- Demonstrated proficiency in Microsoft Word, Excel, PowerPoint, WordPress as well as Photoshop and other tools of the trade.
- Strong knowledge of Google Analytics and Search Engine Optimization
- Intimate understanding of traditional and emerging marketplace channels.
- Strong interpersonal and relationship management skills.
- Strong written and communication skills with attention to detail.
- Good judgment and decision-making abilities.
- Valid G Class driver's license and the ability to travel occasionally.
- Ability to foster and create consensus and buy-in.

### EDUCATIONAL REQUIREMENTS:

- Bachelor's or College Diploma in marketing, communications, advertising, or related field

### WHAT WE OFFER:

- Permanent, full time position with highly competitive salary
- Paid vacation, sick and personal time
- Dental, health, and vision benefits paid by company
- Educational development assistance as required
- RRSP contribution matching
- Day shift, Monday to Friday
- On-site gym
- Company events

### COVID-19 PRECAUTIONS:

- Personal protective equipment provided
- RN Nurse on site for daily screening
- Social distancing guidelines in place
- Virtual meetings
- Sanitizing, disinfecting, or cleaning procedures in place

Apply in strict confidence by email to [careers@bcminsurance.com](mailto:careers@bcminsurance.com). We will be accepting applications until August 15th, 2021. BCM Insurance Company welcomes applications from all individuals. If you require special accommodation during the application process, you are encouraged to let us know in your submission.