

# Marketing Coordinator

**Posted By:** Mackenzie Finance

**Location:** North York

**Salary:** \$37 Per Hour

**JOB ID :** RJ6612530

**Posting Date :** 07-Jan-2025

**Expiry date :** 06-Jul-2025

**Education :** College diploma

**Language :** English

**Vacancies :** 1

**Years of Experience :** 1 year

**Job Type :** Full Time

## Job Description

### Marketing Coordinator Responsibilities

- Develop and execute targeted marketing campaigns to promote life insurance products and enhance customer engagement.
- Conduct market research and public opinion surveys to understand customer preferences, industry trends, and key stakeholder concerns.
- Coordinate the creation and distribution of marketing materials, such as brochures, newsletters, and press releases, ensuring consistency and quality.
- Plan and organize promotional events, workshops, and media conferences to boost brand visibility and educate the public on life insurance options.

- Act as the organization's spokesperson, addressing inquiries and maintaining positive relationships with internal and external audiences.
- Manage the company's social media platforms, crafting content to increase online presence and attract potential clients.
- Collaborate with sales teams to align marketing strategies with business objectives and support lead generation efforts.
- Analyze the performance of marketing initiatives, providing data-driven insights to improve future campaigns and customer outreach.
- Arrange interviews and special publicity events to build brand recognition and establish the company as a trusted provider of life insurance.
- Oversee the preparation of contracts, reports, and presentations to support marketing and operational goals.

Full-time permanent Employment

Salary: \$37 per hour

Qualifications:

A university degree or college diploma in business marketing, public relations, communications, journalism, museology or a discipline related to a particular subject matter.

1+ years of experience in marketing.

Location: 808-1275 Finch Ave West, North York On M3J 0J5

Please send your resume to [mackenziefinance@hotmail.com](mailto:mackenziefinance@hotmail.com)

**To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: [mackenziefinance@hotmail.com](mailto:mackenziefinance@hotmail.com)**

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