



McCrum's Office Furnishings

Position: Marketing Specialist

Division: Marketing

Reports to: Vice President/Sr. Marketing Specialist

Summary

This is a temporary position expected to be 12 to 18 months in duration.

Working closely with the Senior Marketing Specialist, the primary responsibility of the Marketing Specialist is the execution of marketing communication plans, coordination of strategic events, materials, and other communications in alignment with the McCrum's brand and overall business strategy.

Key Tasks and Responsibilities

- Lead all aspects of communication across social media platforms through regular posts, daily monitoring and insights
- Coordinate and assist in client-facing events, presentations, sponsorships and community involvement initiatives
- Assist with writing, editing, designing and proofing content for marketing communications
- Assist with intranet and website updates and website maintenance (HTML, SEO, Expression Engine)
- Assist with proposal production tasks such as editing, formatting, printing, packaging and submission
- Assist with the compilation, development, and distribution of email campaigns
- Manage outside print resources for company stationery
- Ensure brand identity standards are consistently maintained across all marketing communications and promotional items
- Work with showroom committee to develop and produce product signage
- Coordinate special projects requested by Management Team

Minimum Qualifications

- Post-secondary education in business, marketing, communications, or public relations
- Demonstrated proficiency with the following:
 - Microsoft Office
 - Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
 - Social media platforms (Facebook, LinkedIn, Instagram)
 - Marketing automation platforms (MailChimp, Eventbrite)
- Excellent written and verbal communication skills
- A self-starter, able to effectively manage multiple tasks with changing priorities
- Detail-oriented and organized, with a positive attitude and results-focused orientation