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Marketing specialist

Posted by: Reesink Canada Wholesale Inc

Posting date: 22-Jun-2024 **Closing date:** 19-Dec-2024

Education: Bachelor's degree

Language: english

Job location: Vaughan

Salary: \$32.31 Per Hour

Years of Experience: 2 years

Vacancy: 1

Job Type: Full Time

Job id: YJ2130589

Job description:

Responsibilities

Tasks

- Develop all kinds of events for publicity, fundraising and information purposes
- Develop communication strategies
- Develop policies
- Evaluate communication strategies and programs
- Implement communication strategies and programs
- Oversee the preparation of public written material

Prepare bibliographies, indexes, reading lists, guides and other finding aids

Prepare written material such as reports, briefs, website content

Produce educational and publicity programs and informational materials to awaken curiosity and interest in the subject matter

Provide consultation on planning and starting of new businesses.

Publicize activities, workshops, meetings and other events for fundraising or information purposes

Supervise professional and support staff and students

Supervise staff

Train staff

Write speeches, presentations and press releases

Administer programs to promote industrial and commercial business investment in rural and urban areas

Perform administrative tasks

Plan development projects

Develop venture capital sources

Recruit and hire staff

Respond to enquiries from members of the business community concerning development opportunities

Provide advice on procedures and requirements for government approval of development proposals

Conduct surveys and analyze data on the buying habits and preferences of wholesale and retail consumers

Develop social and economic profiles of an area to encourage industrial and commercial investment

Conduct comparative research on marketing strategies for industrial and commercial products

Prepare reports, research papers, educational texts or articles

Act as spokesperson for an organization

Advise clients on advertising or sales promotion strategies

Answer written and oral inquiries

Assist in the preparation of brochures, reports, newsletters and other material

Co-ordinate special publicity events and promotions

Conduct public opinion and attitude surveys

Gather, research and prepare communications material

Initiate and maintain contact with the media

Prepare and/or deliver educational, publicity and information programs, materials and sessions

Prepare sports, literary, performance or other contracts

Provide consulting services to government and other organizations

- Conduct analytical marketing studies
- Conduct social or economic surveys on local, regional, or international areas to assess development of potential and future trends
- Review and evaluate commercial or industrial development proposals
- Design market research questionnaires
- Develop portfolio of marketing materials
- Evaluate customer service and store environments
- Design, conduct and analyze quantitative and qualitative research projects
- Develop feasibility studies
- Conduct online marketing, E-commerce and Website promotions
- Maintain database of potential franchisees, real estate locations and on-line buy/sell Internet sites
- Prepare funding applications
- Develop marketing strategies
- Ensure appropriate business/commercial licenses are in place
- Deliver presentations at conferences, workshops or symposia
- Develop and implement business plans
- Maintain and manage digital database
- Write and edit press releases, newsletter and communications materials
- Copywrite
- Consult with clients after sale to provide ongoing support
- Supervise office and volunteer staff

Additional information

Personal suitability

- Client focus
 - Efficient interpersonal skills
 - Excellent written communication
 - Flexibility
 - Judgement
 - Organized
 - Dependability
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Who can apply to this job?

The employer accepts applications from:

- Canadian citizens and permanent or temporary residents of Canada.
- Other candidates with or without a valid Canadian work permit.

How to apply

By email

crownimmigration18@gmail.com