

Marketing Coordinator, Calgary

Our Company

Gentherm Global Power Technologies (GPT) is the world's leading manufacturer and distributor of Thermoelectric Generators (TEG's) and a leading supplier of Remote Power Systems. The Company's products are used extensively in the oil and gas industry as well as for telecommunications, security and surveillance and military applications. With sales into 55 countries, GPT has been providing reliable solutions for critical remote power applications around the world since 1975.

Job Purpose

Reporting to the Director of Customer Operations, the Marketing Coordinator is responsible for the execution of all B2B marketing activities including the planning and execution of promotions, campaigns, sales tear sheets, product specification sheets, newsletters, trade shows, special customer events, signage, video, website, social media content and other brand related initiatives.

Key Responsibilities and Duties

- Developing and rolling out annual marketing and communications plans.
- Constantly keeping up to date with industry best practices.
- Developing and managing the marketing and communications budget.
- Collaborating with internal team and external partners to develop concepts and create new content for marketing initiatives.
- Execution of all marketing activities.
- Create, deliver, edit and optimize marketing materials utilizing multiple channels.
- Website management including: developing and maintaining website content, ensuring website functionality, monitoring, assessing, and reporting on website performance including analytics.
- Overseeing digital marketing projects ranging from Search Engine Optimization to social media marketing.
- Maintaining a social media marketing calendar and posting repository.
- Creating and maintaining all social media / digital marketing tools (i.e.: LinkedIn, Facebook, Blogging)
- Continually expanding media options as appropriate.
- Working with outside and inside resources to produce engaging media materials in support of the sales department. (brochures, videos, PowerPoint presentations etc.)
- Creating print materials including graphics using Adobe Illustrator and Photoshop and InDesign.
- Maintaining brand standards and guidelines to ensure content across all channels are consistent with Gentherm's brand.

Qualifications and Skills

Must Haves

- Degree in Marketing, Communications or Public Relations.
- 7+ Years in a strategic marketing and communications role.
- Strong knowledge of market development and planning, marketing communications, market research, advertising and promotions, information design, and digital strategies.
- Electronic Customer list experience including sales CRM, CASL newsletter list compliance and tagging.
- Advanced skills in written communications and editing.
- Superior organizational and time management skills are an absolute must.
- Must be a team player with excellent interpersonal skills and the ability to work with all levels of the organization.
- Advanced level skills in developing corporate marketing plan and strategies.
- Able to independently set and achieve corporate marketing goals.
- Intermediate to advanced skills in Adobe In-Design, Photoshop and Illustrator.
- Search Engine Optimization knowledge.
- Intermediate to advanced knowledge of SharePoint and Microsoft Office Tools including PowerPoint.
- High energy, sense of urgency, decisiveness, strong work ethic and an ability to work well under pressure.
- Proven ability to manage multiple priorities and meet deadlines.
- Strong understanding of brand, ensuring brand integrity and alignment throughout all programs and initiatives.

Strong Assets to Have

- Some HTML knowledge
- Knowledge of Drupal or similar web content platform
- Understanding of Google analytics and Search Engine Optimization
- Experience in a manufacturing or engineering environment is a strong asset
- Experience with an ERP system such as SAP ByDesign

What We Offer

At Gentherm Global Power Technologies we care about the personal job satisfaction of our employees. We recognize the wide variety of factors that contribute to this satisfaction and encourage work life balance. Along with competitive compensation and benefits packages, we offer a respectful work environment, one which provides our employees with valuable learning experiences and career growth opportunities.

To Apply

Please submit your resume and cover letter to HR@gentherm.com quoting the job title in the subject line and tell us why you are the best candidate for the job. We thank all applicants for their interest, however due to the volume of anticipated applications, we will be responding only to those candidates who are shortlisted.