



JOB PROFILE

Date: September 28, 2021
Position: Sales & Marketing Coordinator
Status: Regular, Full Time
Shift: Monday - Friday
Hours: 7.5 Hour/Day (8:30 am - 4:30 pm, ½ unpaid lunch)
Location: Burnaby

Hemlock Printers Ltd. is an internationally recognized leader in print communications with our manufacturing plant in Burnaby, British Columbia and sales associates in Burnaby, Seattle and San Francisco. For more information, please visit www.hemlock.com.

We have an immediate opening for a **Sales & Marketing Coordinator** in our Sales Department. The Sales & Marketing Coordinator provides an essential level of support for Hemlock's Canadian and US sales team members and the Marketing Manager across a wide range of service, communication and administrative duties, contributing to the company's successful business retention and growth initiatives. Daily interaction with all aspects of the organization means a solid understanding of the company's people, processes and value proposition matched by an ability to multi-task, communicate effectively, set priorities and meet deadlines with precision detail will be critical aspects of the success in this role.

Core Responsibilities:

- Assists Account Managers with incoming client inquiries and requests, including the gathering and sending of promotional material, samples and coordinating mock-ups for the full suite of the company's product offering
- Assists Account Managers with prompt and responsive preparation and revision of request for quotations and order submissions; liaises with the client or production planner as required
- Manages Hemlock's sample program, including gathering and sending of samples, organizing and managing images and printed inventory and effectively communicating recent and notable additions to the sample portfolio
- Responds to incoming prospect calls and assigned website inquiries and meets with walk in clients. Qualifies the prospect, prepares requests for quotation or liaises with the V.P. of Sales & Marketing for distribution to a sales representative as appropriate
- Effectively liaises with Hemlock's Enterprise and Online Solutions team and our affiliates and partners Hemlock Harling, PrismTech and PDI, including their respective Leadership, Account Managers and Production staff to assist in their efficiency and effectiveness
- Actively participates in weekly Sales Huddles, Marketing meetings and semi-annual Cascadia Sales Conferences
- Provides comprehensive vacation and care day coverage for the Account Managers and Marketing Manager, including new project support, direct customer communications and handling of various other day-to-day requirements
- Assists in the coordination of various customer-focused events such as trade shows, seminars, sponsorships, events and other outreach initiatives with marketing kits, invitations and other necessary elements



- Supports the Marketing Manager in the development and design of marketing materials for both external and internal communications, including but not limited to photography and video for social media, website, sales collateral and print advertisements
- Maintains a centralized digital and printed archive of presentations, marketing material, promotional items and other essential customer-facing elements
- Completes various marketing administrative tasks, including creating estimates and orders for marketing projects and internal communications and compiling report and survey data for future marketing campaigns
- Assists with the creation of customer mailing lists, including creating, organizing and preparing accurate data for various direct mail programs
- Actively participates in the Social Media Team and assists in the creation, scheduling, and monitoring of the company's social media channels.
- Assists in plant tours, press approvals, and other virtual or onsite customer, prospect, supplier or post-secondary school needs as required
- Assists the Marketing Manager and VP Sales & Marketing in researching and sourcing qualified lead opportunities in specific target market segments
- Acts as the primary contact for environmental and eco-logo requests, with tasks including verification and creation of statements, annual certificates and other associated needs
- Performs a range of administrative tasks, including daily and monthly sales tracking, database updates, formatting and editing of sales presentations, RFP responses. Reception back-up and other related duties for the Sales, Marketing and Leadership team members as required.

Additional Duties: The above responsibilities do not imply that these are the only duties to be completed. Any other job-related duties and instructions requested by your Management Team are expected to be performed.

Skills & Qualifications:

- Knowledge, experience and a strong passion for print and print technology
- Excellent written, verbal, numerical and inter-personal business communication skills
- An understanding of, and potentially experience in, the B2B sales process
- Strong organizational and accuracy skills, an enthusiastic and positive personal style, a sense of teamwork and the ability to perform well in a fast-paced, deadline-driven environment.
- Experience and proficiency in Outlook, Word, Excel and PowerPoint
- A solid, customer-focused work ethic and desire to build beneficial relationships
- Applicable experience using Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Experience using web-based technology (WordPress, Survey Monkey, MailChimp) is an asset
- Proficiency in social media (Instagram, Facebook, LinkedIn, Twitter, YouTube) is an asset

Benefits:

- Extended Health and Dental (incl. of Vision & Prescriptions), Life, AD&D, Short-term Disability and Long-term Disability Insurance package
- Vacation and Care/Sick pay
- Group RRSP



- Profit Sharing
- Employee & Family Assistance Program
- Transit/Compass Card program
- Free Electric charging stations & onsite parking

Hemlock Printers is committed to building a diverse and inclusive workplace. We strive to ensure our internal policies and practices recognize the value of diversity, inspire employee participation and are free of barriers for advancement. Our goal is to provide equal possibility for everyone and for every employee to feel safe, valued, empowered, and respected for their contributions to our shared purpose. All those who would contribute to the further diversification of our community are encouraged to apply.

If you are interested in this opportunity, please forward your resume to hrd@hemlock.com and quote **Sales and Marketing Coordinator** in the email subject line.

Open Until Filled.

We would like to thank all applicants for their interest, however only short-listed candidates will be contacted.