

Junior Marketing Coordinator

GolfNorth Properties

Location: Conestogo, Ontario, Canada

Department: Marketing

Reports To: Marketing Manager

Classification: Full-Time

Salary: \$19 - \$22 per hour, based on education and experience

About the Role:

We are looking for a hardworking individual to join our dynamic team! The successful candidate will bring a creative touch, forward-thinking and enthusiastic attitude to our growing company. In this role, you'll focus on supporting the marketing efforts for our tech products, including **Tee On** (our golf course management software) and **Event Caddy** (our tournament management platform). We're confident the person chosen for this role will learn more about their chosen field than from any other environment. We also like to look at each role in our company from an entrepreneurial mindset and thrive on out-of-the-box opinions and ideas.

As we expand into e-commerce (B2B and B2C), you'll have the chance to grow alongside our digital marketing initiatives. If you're passionate about technology, marketing, and the golf industry, this is the perfect opportunity to learn, contribute, and thrive!

We believe that this role will offer you more hands-on experience than any other environment, and we love fresh ideas and creativity. You'll have the opportunity to work in a fast-paced, ever-evolving setting where no two days are the same. If you're ready to roll up your sleeves and get involved with some exciting projects, we want to hear from you!

Qualifications:

We're looking for someone who's technically skilled and a great fit for our team. We value collaboration, creativity, and a positive attitude just as much as formal education and qualifications! This is what someone who would succeed in this role has:

- Has graduated from a university or college in Marketing, Public Relations, Communications, or a related program – but if you've got relevant experience, we'd love to hear from you too!
- Is a strong communicator, both in writing and in conversation.
- Has a great eye for detail and takes pride in delivering accurate work.
- Is highly organized and loves a good spreadsheet to keep things running smoothly!
- Is willing to work regularly out of our Head Office in Conestogo, ON.
- Has experience with social media channels in a marketing role (a plus, but not a must).

- Is comfortable with event planning and coordination (bonus points if you've done this before!).
- Any marketing or social media experience in sports or SaaS is valuable in this role
- Is familiar with the golf industry (but if not, we will teach you!)

Primary Responsibilities:

With so many different brands, businesses, and marketing projects to manage, things are always evolving, and no two days are the same. We don't always know exactly what each day or week will look like – and that's what makes this role exciting! You'll be juggling a variety of tasks, learning on the fly, and helping keep our marketing efforts fresh and creative as we adapt to new challenges and opportunities. If you're someone who thrives in a dynamic environment, this could be the perfect fit.

- **Content Creation:** Support content development for various marketing channels, including social media and website content.
- **Social Media Management:** Maintain and post regularly on social media platforms (e.g., Instagram, Facebook, Twitter, LinkedIn), including content scheduling, basic graphic creation, and engagement with followers.
- **Event Planning & Organization:** Assist in the planning and coordinating of marketing events, both online and offline, ensuring all logistics are handled and deadlines are met.
- **Email Campaigns:** Write and assist in developing email marketing campaigns, including newsletters and promotional emails.
- **Campaign Research & Preparation:** Conduct market research, gather insights, and prepare reports to support campaign planning and execution.
- **Copywriting Support:** Provide copywriting support across multiple channels, including advertisements, web pages, and email subject lines.
- **Proofing & Reviewing:** Review marketing materials and assets to ensure accuracy and consistency with brand guidelines.
- **Collaboration:** Work with other team members to ensure alignment and brand consistency across campaigns and materials.
- **Marketing Administration:** Assist with organizing and maintaining the marketing calendar, updating and managing marketing assets such as images, copy, and promotional materials, and handling day-to-day administrative duties

Apply:

Please submit your resume & cover letter to Dylan Sousa, Marketing Manager, at dsousa@golfnorth.ca. Please write "GolfNorth – Junior Marketing Coordinator" in the Subject line.