

Job Title: Marketing Coordinator (Entry-Level/New Graduate)
Location: Toronto, ON (Remote)
Job Type: Full-Time Contract (Opportunity for Permanent)

POSITION DESCRIPTION FOR MARKETING COORDINATOR

LOOKING FOR AN AMAZING CAREER OPPORTUNITY?

Join us at McRae Imaging, where we produce the most visually stunning display products combining large format graphics, custom metal structures, and LED lighting. McRae is North America's prime source for large format printing and display hardware across the retail, trade show, exhibit, and event markets.

IF YOU WANT TO BE PART OF A DYNAMIC, HIGHLY SKILLED GROWING TEAM, KEEP READING!

We are currently seeking a highly motivated self-starter as full-time Marketing Coordinator to join our team. If you are AI-driven, innovative and passionate about digital marketing and social media, we'd love to hear from you!

Job Summary:

As a Marketing Coordinator at McRae, you will be responsible for content creation, data-driven marketing initiatives and website and social media management. You will use cutting-edge AI-powered tools to enhance marketing efforts, analyze trends, and drive engagement. This is an excellent opportunity for entry-level professionals to build their hands-on experience in cutting edge digital marketing.

You will be employed by the Company in the position of Marketing Coordinator, reporting to the Executive Team.

Key Responsibilities:

- Work with the Executive Team to develop and define market opportunities, target audiences, and revenue goals.
- Conduct market research and develop marketing plans to identify trends and customer preferences.
- Utilize AI-driven tools for content generation, social listening, and data analysis to optimize marketing campaigns.
- Develop weekly content and manage across social media platforms such as Instagram, LinkedIn, X (formerly Twitter), and TikTok.
- Create email marketing campaigns using automation platforms like HubSpot, Mailchimp, or similar.
- Develop SEO-optimized content for blogs, newsletters, and website updates.
- Monitor and report regularly on customer, market, and competitor activity using key performance indicators (KPIs) such as Google Analytics, Meta Insights, and AI-powered dashboards.
- Stay updated with the latest digital marketing trends, AI tools, and social media best practices.

Key Behavioral Attributes:

- Strong communication skills with the ability to write compelling content and maintain a consistent brand voice.
- Attention to detail and ensuring all content is error-free and best optimized for performance.
- Creativity is key to generating engaging content, innovating new campaigns, and leveraging AI and other digital tools.
- Committed to continuous learning and innovation to keep us at the forefront of the industry.
- Self-motivated and able to take initiative to work independently on market research, content creation and campaign execution.

Qualifications:

- Graduated from a Marketing, Business, Communications, or related program.
- Excellent writing, editing, and communication skills.
- The ability to work independently and take initiative without constant supervision is highly valued.
- Strong attention to detail, accuracy and ability to multitask in a fast-paced setting.
- Familiarity with AI-powered marketing tools (e.g., ChatGPT, Canva AI, Jasper, Midjourney, or Hootsuite AI features) is preferred.
- Comfortable navigating and understanding of social media platforms and digital marketing trends.
- Basic knowledge of SEO, Google Ads, and analytics tools.
- Some travel may be required to our office or other locations.

The above-mentioned duties and responsibilities are subject to change from time to time.

If you are interested in applying, please email CV to navin@mcraeimaging.com. Look forward to hearing from you!