



An industry leader for high-tech, automated, environmentally controlled greenhouses, ALPS provides turn-key solutions for facility design, engineering, construction, support, maintenance, security, cultivation and genetics. ALPS also provides consulting and assistance with meeting GACP cultivation and EU GMP certification requirements.

SALES AND MARKETING COORDINATOR

We are looking for a **Sales and Marketing Coordinator** to join our growing team in Burlington, Ontario. Reporting to the General Manager, this Coordinator will work alongside members of the Operations and Senior Leadership Team on sales and marketing initiatives, coordinate the execution of all traditional and digital marketing, and assist with analyzing and optimizing all campaigns. The successful candidate will be a well-rounded and detail-oriented marketing professional with excellent communication skills and in-depth knowledge of social channels and analytics.

MAIN RESPONSIBILITIES

Sales Coordination (15%)

- Work closely with the Technical Sales Representative to ensure all sales opportunities are accurately and properly tracked in Smartsheets
- Help advance sales opportunities through the sales pipeline stages by consistently following up and keeping the Sales and Senior Leadership Teams organized
- Assist with preparing presentations and other sales documentation; proof read project proposals and ensure all documents are formatted per company standards (margins, dates, ensuring letterhead is correct for the brand, ensuring project codes and proposal numbers are accurate etc.)
- Create and coordinate a calendar of sales events such as trade shows, webinars, etc.
- Compile and issue for signature final versions of sales agreements
- Identify and research prospective channels and prospects
- Other duties as assigned

Marketing Coordination (85%)

- Provide client-facing documents, deliverables and campaign needs within set timelines
- Coordinate and communicate collaboratively with the team to successfully execute marketing programs
- Create, maintain, and customize digital campaigns - monitoring, tracking and ensuring success
- Establish and maintain social media presence and brand awareness by generating, writing, editing and publishing relevant content
- Maintain, coordinate, and edit various digital marketing tools including the external and internal company websites and e-newsletters
- Ensure marketing material is well organized and accessible
- Work with project managers to create new project profiles
- Assist the Sales and Senior Leadership Teams preparing for tradeshow – submitting registration forms, legal documents, booths, managing invoices, accommodations, etc.
- Other duties as assigned



KNOWLEDGE, SKILLS AND ABILITIES

- Strong computer skills in Microsoft Office (Word, Excel and Outlook)
- Strong analytical skills with attention to detail
- Strong initiative and works with a sense of urgency
- Ability to process detailed information effectively, consistently, and meticulously
- Ability to work independently and in a team environment, able to multi-task, set priorities and meet deadlines
- Superior organizational skills and a sense of urgency
- Excellent verbal and written communication skills
- Excellent interpersonal and organization skills
- Quick learner, able to pick up on industry trends and regulations

EXPERIENCE AND EDUCATION

- Post-secondary Degree or Diploma in relevant discipline with 3 to 5 years directly related experience
- Previous digital marketing experience required: SEO, PPC, Social Media, Content Marketing, E-commerce Services, SEO tools, and/or Google Analytics
- Experience with WordPress is required
- Graphic design experience working in Adobe Suite is an asset
- Experience working with international clients across continents is an asset
- Experience in a consulting type environment is an asset

Interested candidates are encouraged to apply with their cover letter and resume to: hr@alpsmj.com. We would like to thank all applicants for their interest but only those selected for an interview will be contacted.

ALPS Inc. is an Equal Opportunity Employer. We are committed to doing business inclusively and accommodate applicants with disabilities. If you require accommodation throughout the recruitment and selection process, please contact our Human Resources Team.