

Marketing & Administrative Coordinator *(NEW)*

GV Marketing

Background

For over 25 years, [Global Village Schools](#) in Canada and the USA have been providing high quality language education to students from around the world.

The GV Marketing department conducts high-calibre B2B and B2C sales and marketing on behalf the schools in the Global Village group. We're building a high-performance team to continue to drive our success to the next level.

Job Overview

The Marketing & Admin Coordinator is a new and evolving position which assists in the development and execution of marketing plans and strategies for Global Village Marketing. Serving as the right-hand of the Director of Sales & Marketing, the Coordinator acts as a bridge between employees, clients, suppliers, and the marketing management team.

The Marketing & Admin Coordinator also helps in the planning, implementing, and monitoring of marketing, branding, and advertising activities in order to improve the brand's image. More specifically, the Marketing & Admin Coordinator is responsible for conducting market and prospect research, strategizing and developing marketing proposals, drafting reports, and keeping up-to-date with the industry's latest developments, trends, competitors, and promotional opportunities.

Responsibilities:

- Under the direction of the Director of Sales & Marketing, provide support to on-going campaigns, while ensuring that every initiative is aimed at increasing brand awareness.
- Work closely with representatives at GV Marketing and GV Schools to build digital priorities and strategies into an overall brand plan which meshes with the Strategic Plan of GV Marketing.
- Provide on-going administrative coordination within the GV Marketing office (i.e. updating internal staff contact list; travel schedules; expense reimbursements; vendor relations; office supply orders; etc.).
- Design, build and manage an annual digital calendar and monthly content calendars for Instagram, Facebook, Youtube, the blog and email marketing campaigns, so that creative and effective content can be generated by school-based content creators to serve both B2C and B2C clients in the overseas and domestic markets.
- In conjunction with the work of the Digital Marketing Technician, monitor audience engagement and provide feedback to content creators on ways to continually improve the results of their content.
- Coordinate and distribute GV's monthly newsletter according to approved themes, in collaboration with in-school authors and content creators.

- Oversee a calendar of production and distribution deadlines for marketing material:
 - Coordinate with the Graphic Designer to edit and optimize materials
 - Review each project to guarantee it complies with criteria set out by GV Marketing and the GV Schools (i.e. brand message, program details, accreditation standards)
 - Ensure that all material is consistent with planned marketing strategies; and
 - Monitor and maintain promotional materials inventory, and arrange for distribution to schools, agents and clients when needed.
- Support the Inside and In-market Sales teams by ensuring the website, online portals and web-based agency profiles, social media accounts and CRM are kept replenished with fresh and accurate content and materials.
- Liaise with photographers and videographers to ensure that professional sessions are completed at each school on an annual basis, and that image galleries/Youtube channels are updated regularly.
- Compile monthly, quarterly, and annual market reports in order to present current and projected marketing, sales and enrollment trends. Link data with SEO/SEM campaign results to continually refine campaigns.

Requirements:

- Diploma or degree in business admin, sales, marketing or a related field.
- Experience in the language travel industry, preferably in sales and marketing.
- Second language proficiency an asset.
- Self-starter with a passion for sales and marketing, demonstrated through a creative and optimistic approach to achieving targets.
- Previous experience using and developing sales processes in a CRM such as SalesForce.
- Proven track-record of building brand awareness results through social media and content marketing to engage, inform and motivate B2B and B2C audiences.
- Superior organizational abilities with pro-active approach to office administration
- Personable, cooperative, and customer-service oriented with a view to serving internal and external stakeholders
- Excellent computer and internet skills are essential; previous use of databases, CRMs, Hootsuite, Facebook, Instagram, Youtube, Google My Business and others an asset.
- Able to maintain composure in changing work conditions
- Flexible & positive attitude in a fast-paced, business environment

GV Marketing is an equal-opportunity employer. However, to be considered for the position, candidates must be legally entitled to work in Canada, at the GV Marketing office based in Vancouver, BC, Canada.

Rewards:

This is an exciting opportunity for you to assume an important supporting role within a group of dynamic and passionate professionals. Make a real difference in the lives of international students every day, by connecting them with academic programs and pathways at this elite group of GV language schools.

In addition to a competitive salary (to be negotiated), the position offers an attractive benefits plan upon qualification (extended health and dental; EAP; critical illness and long-term disability).

How to Apply:

To apply, send your COVER LETTER and a RESUME as a single PDF attachment to: marketing-hr@gvenglish.com.

Applications will be accepted until the position is filled.

We thank all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted.

Summary for online postings:

Seniority Level:	Intermediate / Mid-level
Reports to:	Director of Marketing and Sales
Industry:	Language Education, Study Travel
Employment Type:	Full-time
Job Functions:	Marketing, Sales, Business Development
Location:	Vancouver, BC, Canada