

Position: Marketing Coordinator

Location: Montreal, Quebec

Status: Permanent - Full-time

Posting date: January 30th, 2012

KnowledgeOne is an online educational services company that seeks to provide e-learning services, infrastructure and support in a learner-centric environment customized for virtually any type of learner.

We offer a variety of high-quality online services that cater to universities and other educational institutions, professional development and a broad array of trades, and other professional services. Our primary goal is to provide innovative and constructive environments that not only appeal to the learner, but also encourage learning.

What makes KnowledgeOne stand out in the e-learning industry is our long-term perspective and our commitment to offering first-rate universal learning to any type of learner anywhere in the world.

Main duties and responsibilities:

- Assist in executing marketing strategies to meet organizational objectives.
- Evaluate customer research, market conditions, competitor data and implement marketing plan changes as needed.
- Assist in advertising and promotional activities including writing copies for materials and mailings and creating marketing materials. Assist in ad campaign creation and design.
- Oversee media contracts including social media, SEO, print and internet advertising.
- Prepare and disseminate press releases and coordinate media events. Manage the writing, editing and distribution of organizational publications.
- Manage market research activities to provide information relating to sales potential and market conditions for an organization's products or services. Investigate trends and market developments and analyse sales records.
- Provide statistical reports and recommendations.

Qualifications and skills:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Minimum of 3-5 years of related experience.
- Excellent verbal, written, interpersonal and presentation skills in English and French.
- Good technical experience in computer literacy is required (MS Office, Photoshop Illustrator. Knowledge of the Indesign program is an asset.

- Demonstrates organizational, problem-solving and decision-making skills coupled with the ability to establish and respond to priorities in a fast-paced results-oriented environment.
- Ability to multi-task, understand and synthesize various points of view and complex issues.

KnowledgeOne provides an attractive compensation and benefit package, including a matching pension plan, training opportunities, flexible work hours and more!

To apply:

Please submit your resume and cover letter by email to:

careers@knowledgeone.ca

(*) Please note that only selected candidates will be contacted.