



Position: Marketing Coordinator (Full Time)

Reports to: President

Job Summary

The purpose of this position is to assist with the marketing function. The successful applicant will take strategic direction from the President and coordinate the tactical implementation of marketing activities with a focus on the online retail environment.

This includes coordination of:

- Marketing communication activities such as advertising, PR, publicity, promotions
- Product development
- Pricing analysis
- Distribution channel sales analysis
- Market research (primary and secondary)
- Website optimization
- Customer service optimization and service recovery projects

Work Performed

Analyze specific web and offline sales performance indicators on an ongoing basis and report results to the President.

Coordinate ongoing opportunities to increase the sale of products online and offline through increased traffic, increased conversions, improved pricing and/or service levels, application of new technologies, and improved product, or promotional strategies.

Research news sales opportunities in all channels (lead generation).

Skills Required

Applicants must be a recent graduate of a recognized business, communications, marketing or advertising program.

Familiarity or expertise with online retailing, SEO, online promotion, and social media skills relating to the sale of consumer goods would be an asset.

Current with fundamental technical and marketing practices in online retailing and committed to ongoing learning in this area.

Familiarity with the sale of specialty paper, bridal favors, or gifts as well as eco-products would be an asset.

Ability to independently execute and complete projects based on the direction of others, while also being capable of contributing intellectually to the projects.

How to Apply

Apply by sending your cover letter and resume to deanna@botanicalpaperworks.com by March 22, 2010. We thank all applicants; however, only those selected for an interview will be contacted.

Botanical PaperWorks Inc.
111 Pacific Avenue
Winnipeg, MB

About Us

Botanical PaperWorks produces eco-friendly, seed-embedded plantable paper products for companies large and small, including, Starbucks, Pepsi, National Geographic and Cirque du Soleil, as well as personalized invitations and favors sold through the website, botanicalpaperworks.com. The company was founded in 1997 by Winnipeg entrepreneur Heidi Reimer-Epp.

Most recently, Botanical PaperWorks has been profiled by publications such as Fast Company, The Huffington Post, The Wall Street Journal, Glamour and Martha Stewart.