



Product Marketing Coordinator

Posted by: Andrews

Posting date: 16-Jun-2024 **Closing date:** 06-Jul-2024

Education: University Degree or College Diploma in Marketing, Communications or Public Relations

Language: excellent oral and written English

Job location: Toronto

Salary: \$\$52000 Per Year

Years of Experience: 3 years

Vacancy: 1

Job Type: Full Time

Job id: CAJ4838712

Expired

Job description:

Andrews, a well-positioned Toronto Designer Brand Fashion House offering carefully curated Home and Lifestyle collections, seeks a permanent full-time (30.75 hrs/week) Product Marketing Coordinator.

Reporting to the Marketing Manager and Head Buyer, the Product Marketing Coordinator analyses, develops and implements communication and promotion strategies and information programs, analyses advertisement needs and develops appropriate advertising and marketing plans, publicizes activities and events on behalf of Andrews. He or she will be completely familiar with Andrews' vendors, products, processes, key business applications and systems, and the customers we serve, and will serve as a main liaison between the Marketing, Buying, Digital, and E-commerce teams.

The Product Marketing Coordinator is responsible for content planning, collecting product knowledge and providing insights in collaboration with the Buying department to tailor the knowledge to the marketing needs of different teams, marketing the stories behind our product selection to our internal and external customers.

Key areas of responsibility include but are not exclusive to:

Content Planning

- In collaboration with the Buying Team, analyze the luxury womenswear market (and related industries) and drive the development of the Trend Report
- Correlate global trends with Andrews' internal product assortment trends to develop Key Stories and associated communications
- Map product by delivery month to Andrews' seasonal trends in order to develop a content plan for use by digital and marketing teams; development of our content calendar
- Build out Key Stories to activate throughout the season and ensure appropriate spotlights on special activations i.e. new brands, products heavily invested in, etc.
- Coordinate content planning meetings and product activation sessions for marketing purposes
- Create detailed SKU lists of products to be featured in newsletters, website collections, and social media
- Analyze internal sales and inventory data to develop action plans, ensuring that stock outs are not featured, and slow sellers are marketed through appropriate channels
- Pivot content and activation plans on short notice where required by the business
- Work closely with buyers and vendor partners to market products through special events
- Collaborate with the wider team to implement improvements and automations within Content Planning space workflows

Product Knowledge Creation and Distribution

- Having excellent product knowledge and development coordinate and communicate via essential documents, presentations and assets to the store and digital teams. Examples include but are not exclusive to:
 - Store and Stylist / Road Tour Product Knowledge Presentation: Consolidate Andrews' Seasonal Trends with collection and product-specific knowledge acquired from Buying Team to highlight unique selling points and the key trends and stories across the season.
 - Research and prepare product knowledge presentations, event materials, and other duties as assigned

- Work closely with the Buying Team to understand and capture the strategic 'reasons why' purchasing decisions were made, sharing that information across teams and utilising to activate products in market
- Contribute knowledge and insight to the cross-departmental teams (e.g., Branding, Marketing, and Ecommerce)
- Initiate and coordinate with Buying Team and/or vendors to execute in-store Product Knowledge sessions
- Receive and disseminate product information including:
- Vendor digital assets:
- Lifestyle imagery (for digital activation)
- Ecommerce imagery (for website activation)
- Vendor digital assets
- Brand collection inspiration/knowledge materials
- Collaborate with the wider team to implement improvements and automations within workflows within the Product Knowledge space

Required Competencies, Technical Skills, and Knowledge:

A University degree or college diploma in marketing, communications or public relations

3-5 years luxury fashion marketing, website merchandising / experience in:

- Brand and designer knowledge, digital storytelling and content creation
- Data analysis (e.g., trend forecasting, product research, consumer behaviour)
- Strategic content planning in luxury womenswear marketing
- Fashion trend forecasting and research
- Internal (Corporate) communications
- 3-5 years omni-channel marketing experience
- Proficiency in Asana or similar project management software
- Advanced knowledge and experience working with SalesLink software
- Possess a digital mindset and digital literacy, specifically, proficiency with Microsoft 365 PowerPoint, Excel and Word
- Possess strong attention to detail, time management, and organizational skills

Preferred Competencies, Technical Skills and Knowledge:

- Experience presenting to management and larger groups (an asset)
- Proficiency in Klaviyo or similar marketing automation platforms (an asset)

- Experience with Shopify (an asset)

Start date: As soon as possible

Base Salary: \$52,000 annually + performance bonus

Work hours: 10 am to 5 pm, Monday to Friday, when not engaged in special events, marketing campaigns at other locations – must be flexible with shifting start and end of work when business requires

Direct report(s): Marketing Manager, Head Buyer

Indirect Report(s): Strategy and Transformation Director, President

Conditions

- Satisfactory references, where required
- Confirmation of right to work in Canada
- Written acceptance of the terms and conditions within the Employment Offer

We offer two week vacation, dental plan, free parking and employee merchandise discount.

Apply by e-mailing your resume, references and explanation how your qualifications meet the requirements of the position to Andrews_resumes@proton.me

We thank all candidates for their interest however only those meeting the requirements will be contacted.

To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: andrews_resumes@proton.me

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