



## Marketing Specialist

**Posted by:** Cornerstone Naturopathic Inc.

**Posting date:** 28-Feb-2025      **Closing date:** 20-Mar-2025

**Education:** Bachelor and above

**Language:** English

**Job location:** Upper Tantallon

**Salary:** \$30-32 Per Hour

**Years of Experience:** 2 years

**Vacancy:** 1

**Job Type:** Full Time

**Job id:** CAJ1377594

### Job description:

#### About Us

Cornerstone Naturopathic Inc. is a well-established multi-disciplinary health clinic located in Upper Tantallon, Nova Scotia. Operating for 14 years, we provide naturopathic services, massage therapy, and osteopathy to our local community and beyond. As we expand our offerings, we are developing online courses to reach a global audience. We are seeking a dedicated Marketing Specialist who will help grow our brand presence and accelerate international course sales in natural health and wellness.

#### Key Responsibilities

- Conduct market research to identify global opportunities for natural health courses and products.
- Assess competitor strategies, consumer trends, and market demands to inform the marketing strategy.
- Develop and implement integrated marketing plans (including online ads, social media campaigns, email marketing, and content marketing) that align with company goals.
- Tailor marketing approaches for multiple regions/languages to maximize international reach.
- Oversee and coordinate social media platforms, the company website, and other digital channels to maintain consistent brand messaging.
- Suggest and implement branding improvements based on audience feedback and market data.
- Monitor and analyze key metrics (e.g., website traffic, conversion rates, and campaign ROI) to optimize future campaigns.
- Present regular performance reports and market insights to the management team.

#### Qualifications

- Education: Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- Experience: Minimum of 2 years' proven experience in marketing, digital marketing, or brand management. Experience within health, wellness, or international marketing is an asset.
- Language: English
- Analytical Skills: Competency in evaluating and interpreting marketing data to identify trends and propose solutions.
- Soft Skills: Strong communication, organizational, and teamwork abilities. Comfortable collaborating across diverse departments and cultural backgrounds.

**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: [ben@cornerstonenaturopathic.ca](mailto:ben@cornerstonenaturopathic.ca)**

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