

MARKETING COORDINATOR (WINNIPEG, MB)

Are you ready to join a fast-paced, high-performing team to lead a profitable and sustainable Canadian pulse industry through innovation, efficiencies, and increased value? Can you channel your passion for creating engaging marketing content that attracts our diverse audiences and helps grow the Canadian pulse industry? Join the Pulse Canada team and help us change the way people and companies think about food, feed and pet food.

Pulse Canada is the national association of growers, traders and processors of Canadian pulses, also known as lentils, dry peas, beans and chickpeas. Learn more at www.pulsecanada.com.

POSITION DESCRIPTION

Title

Coordinator, Marketing

Overview

The Coordinator, Marketing works as part of Pulse Canada's Marketing and Communications team promoting Canadian pulse crops and Canada's pulse industry to key target audiences around the world, including food, pet food and animal feed companies, ingredient processors, pulse industry members such as exporters and producers, and government.

This role focuses on the development and delivery of marketing content across digital and print channels, including social media, email campaigns, websites, events, and more. The coordinator supports the Pulse Canada team in the development and execution of marketing strategies, working towards the goal of increasing demand for Canadian pulses worldwide.

Key Responsibilities

Reporting to the Vice President, Public Affairs and working closely with all members of the Pulse Canada team, the responsibilities of the position are to:

- Develop and design content including digital assets, videos, whitepapers, blogs, podcasts, social media posts and other marketing and content materials. Ensure all materials are consistent with Pulse Canada's brand standards.
- Manage Pulse Canada's social media presence, including maintaining the content calendar, publishing posts, monitoring engagement, and reporting on performance.
- Make content updates to Pulse Canada's websites and landing pages.
- Contribute to the execution of Pulse Canada's marketing content strategy and tactics, through in-house development and managing projects with external partners.
- Work as part of Pulse Canada's events team to plan and execute key industry events.
- Identify, evaluate, and report on marketing trends and insights with recommendations on new initiatives and tools to engage, communicate and share information with target audiences.
- Working with the team, inform, execute and evaluate the annual marketing and content strategy aligned with Pulse Canada's strategic direction.

Accountabilities

The Coordinator, Marketing reports to the Vice-President, Public Affairs and is also accountable to both the Pulse Canada and Canadian Pulse and Special Crops Trade Association (CPSC) boards, CPSC members, grower groups and government stakeholders who are key funders of marketing and communications work.

Employer Expectations

- The candidate has 1-2 years of practical experience in marketing. A degree or diploma in a relevant field such Marketing or Graphic design is considered an asset.
- The candidate has experience creating content and managing digital communications channels including websites, email newsletters and social media, with a keen eye for design and attention to detail.
- Experience working with technical or scientific information and translating it into clear communications for broader audiences is considered a strong asset.
- The candidate has experience in editing websites using Wordpress, Craft or similar CMS.
- The candidate has design experience and is comfortable working with Adobe Creative Suite (e.g. InDesign, Photoshop, Illustrator,). Video or animation experience is considered an asset. A portfolio of previous work will be requested.
- The candidate demonstrates superior written communication skills.
- The candidate has strong computer skills, including MS Office programs (Outlook, Word, Excel, PowerPoint) and experience using generative AI platforms.
- The candidate has a strong understanding of traditional and digital marketing and is current on new and emerging trends. The candidate exercises a high level of discretion and has a record of delivering results that are on time and accurate.
- The candidate is energized by new, creative ideas.
- The candidate is a self-starter, can manage time and multiple projects effectively, and prioritize work in consultation with others in a dynamic team environment.

WHY WORK WITH US?

Pulse Canada offers a comprehensive and competitive compensation package that includes...

- Hybrid working environment
- Comprehensive benefits
- A health spending account
- RRSP matching
- Annual bonus eligibility

While Pulse Canada offers a flexible work environment, this position is based in Winnipeg, Manitoba. Salary commensurate with experience, qualifications and ability.

Interested applicants can send a resume and cover letter to Jeff English at jenGLISH@pulsecanada.com. Applications must be received by March 27, 2026.