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COORDINATOR, DESIGN & CONTENT

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 OVERVIEW

Title

Coordinator, Design & Content

The Coordinator, Creative & Content 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.

We're looking for a creative, execution-focused marketer who can take projects from concept through to final delivery—combining strong design and writing skills to produce high-quality marketing materials.

This role is part of a small, collaborative team where individuals are trusted to **own projects end-to-end**. You'll work across a mix of content, design, and digital execution, bringing ideas to life in a polished and professional way.

This is a hands-on role focused on **creating, designing, and building**, not just planning.

KEY RESPONSIBILITIES

You'll lead and support a range of marketing activities, with ownership of specific projects from start to finish:

Content & Copywriting (approx. 40%)

- Lead the planning and execution of the content calendar
- Write and edit marketing copy for whitepapers, emails, webpages, newsletters and campaigns
- Translate technical and industry content into accessible, engaging messaging

Creative & Design (approx. 35%)

- Design reports, whitepapers, and other resources
- Create original graphics for social media, email, and web
- Develop visual assets for campaigns, events, and trade shows
- Translate complex or technical information into clear, visually engaging formats

Execution (approx. 25%)



- Manage Pulse Canada's social media presence, including maintaining the content calendar, publishing posts, monitoring engagement, and reporting on performance
- Assist with landing page and website updates
- Build and send email campaigns in HubSpot
- Work as part of Pulse Canada's events team to plan and execute key industry events

This role is focused on content creation, design and related execution. This role is not focused on digital advertising strategy or media buying. You will not be primarily responsible for managing paid search, display, or social ad campaigns.

WHAT WE'RE LOOKING FOR

- 2 - 3 years of practical experience in marketing, communications or a design-focused role. A degree or diploma in a relevant field such Marketing or Graphic design is considered an asset.
- Strong graphic design skills, with experience in drag-and-drop tools like Canva and Adobe Creative Suite (InDesign, Illustrator). Video or animation experience is considered an asset.
- Experience producing a variety of marketing assets (reports, social, email, etc.)
- Strong writing and editing skills
- Ability to manage multiple projects and execute with attention to detail and a self-starter attitude
- Experience in editing websites using Wordpress, Craft or similar CMS.
 - Experience working with technical or scientific information and translating it into clear communications for broader audiences is considered a strong asset.
 - Strong computer skills, including MS Office programs (Outlook, Word, Excel, PowerPoint) and experience using generative AI platforms.
 - A strong understanding of marketing and is current on new and emerging tools and trends.

Examples of previous creative and written work are required. Unfortunately, applicants without a portfolio will not be considered.

ACCOUNTABILITIES

The Coordinator, Creative & Content 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.

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



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- 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.

APPLICATION INSTRUCTIONS

Interested applicants can send a resume, cover letter **and link to previous work** to Jeff English at jenglish@pulsecanada.com. Applications must be received by May 19, 2026.

