



Marketing and Design Coordinator (Summer Term Position)

Do you believe in leading with passion and taking risks? Do you want to join a team that believes nutritious and sustainable pulses and pulse ingredients are the future of food? Can you channel your creative skills to help grow the Canadian pulse industry?

Join the Pulse Canada team and help us change the way people think about food. Pulse Canada is the national association representing growers, traders and processors of Canadian pulses (dry peas, beans, lentils and chickpeas), proudly leading the future of healthy, sustainable food through the growth of Canada's pulse industry. Learn more at www.pulsecanada.com.

Position Description

Position Title

Marketing and Design Coordinator (4-month term)

Position Overview

The Marketing and Design Coordinator works as part of Pulse Canada's Marketing and Communications team promoting Canadian pulse crops and Canada's pulse industry to key target audiences, including food companies, ingredient processors, pet food manufacturers and industry members. The Marketing and Design Coordinator supports the entire Pulse Canada team in the execution of marketing tactics, with a focus on writing and design. Please note: This is a summer term position beginning in May 2022 and ending in August 2022.

Key Responsibilities

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

- Produce and edit high-quality videos and podcasts.
- Design materials related to relevant campaigns and the promotion of the Pulse Canada brand, including marketing emails, social graphics, slide decks and more.
- Ensure designed materials adhere to Pulse Canada brand standards.
- Coordinate the execution of major design projects with external vendors.
- Develop written content including blogs, social media posts and other marketing materials as directed by marketing strategies.
- Schedule social media posts across various channels.
- Assist in updating and maintaining the Customer Relationship Management (CRM) database.
- Assist with updates to Pulse Canada and CSCA web properties, including landing pages.
- Assist in the planning and execution of digital and in-person events, including the annual Pulse & Special Crops Convention.
- Other duties to support the Marketing & Communications team as needed.



Accountabilities

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

Employer Expectations

- The candidate has proven design and video production experience, including working with Adobe Creative Suite (Adobe Audition, InDesign, Illustrator, Premiere Pro).
- The candidate has experience working with WordPress and, ideally, Craft CMS.
- The candidate must have superior written and communication skills and demonstrated experience communicating to a diverse range of target audiences.
- The candidate has strong computer skills, including MS Office programs (Outlook, Word, Excel, PowerPoint).
- The candidate works well in a team environment, is supportive of other team members and has a record of delivering results that are on time and accurate.
- The candidate has the ability to manage time and multiple projects effectively and prioritize work in consultation with others in a dynamic team environment.

Job Type: Full-time, Contract

Salary: \$20/hour. Commensurate with experience.

Schedule: Monday - Friday, mix of in-office and remote work.

Interested applicants can send a resume, cover letter and portfolio, if available, to Jeff English at communications@pulsecanada.com. Applications must be received by 5:00 pm on April 14, 2022.