



LEEZA will be the best in North America at distributing and marketing branded surfacing materials.

Core Values: Respect - Risk Tolerant - Passionate - Creative - Meticulous

Social Media / Web Design Coordinator

Job Description

Date: October 2011

Reports to: Marketing Manager

Key Responsibilities include:

You will be a critical contributor in a small talented dynamic team to the company's sales and marketing strategy and will lead its execution on line.

You will work with sales and marketing, and customer service to develop and execute short-term and long-term initiatives that generate leads, establish brand, and ultimately increase market share.

You will be successful because you constantly strive to understand markets, competition, and solutions.

- Development and management of various social media platforms; blogs, Twitter, Face book, Linked In and other social media.
- Stay on top on social media trends and ensure that LEEZA is in the forefront.
- Provide comprehensive support to the Marketing Manager.
- Assist Marketing Manager in administrative functions.
- Coordinate marketing event booking. Ensure all marketing material is available.
- Monitors and coordinates all marketing activities.
- Organizes competitor's information and samples.
- Monitors quality and quantity of sales tools.
- Organize and insures proper translation of documents.
- Update LEEZA web site.
- Design and help develop the transactional web site.
- Design newsletters, promo flyers, price lists.

Experience & Expertise

You will generate leads and increase awareness through the successful execution of multi-channel marketing campaigns by:

- Developing comprehensive strategies and reports using tools like SEO, SEM, Google etc.
- Executing successful Email Marketing campaigns Managing Social Media channels (LinkedIn, Twitter, Blogs etc.), including monitoring, posting, and content development
- Assessing website and provide recommendations for improvement
- Coordinate with sales and marketing on campaign strategies, tactics, new ideas & test strategies
- Analyze & report on campaign results & ROI, recommend adjustments & generate new ideas

Skills

- Well organized.
- Meticulous.
- Able to work in a fast paced environment.
- Able to multi-task.
- Able to troubleshoot, solve problems.
- Flexible and open to new challenges.
- Excellent vision, style oriented operation and planning skills

Requirements:

- Appropriate qualifications with demonstrable knowledge and experience in Social Media and Graphic Design
- 2 -5 years experience in relevant fields
- Experience in B2B an advantage
- Personify the LEEZA Core Values
- Teamwork and flexibility
- Fluency in English and French.
- Microsoft Office proficiency