



Marketing Coordinator

Sankara is an online platform startup which allows local cultural food, craft and grocery vendors to showcase and sell their products to the community. We are looking to hire a Marketing Coordinator to join our team to raise awareness of Sankara's products and services to potential customers within our service areas. Ultimately, the ideal candidate will work with us to achieve our business goals through building and executing strong marketing campaigns, brand awareness, and vendor satisfaction.

Since we are a growing start-up, we are seeking someone that would complement our team, show leadership, be a strong communicator, be flexible, take initiative and believe in our vision and mission. You must have a strong foundation in tech skills to work on social media, do research, create graphics and manage certain aspects of our online platform. We're looking for someone who can help us build our brand and convert potential customers and vendors through the development of informative, targeted marketing material. Our ideal candidate is interested in supporting newcomers and cultural enterprises, has a passion for international food and an aspiration to work with a social enterprise.

Work Hours: Weekdays, 9:00am-5:00pm

Location: Sankara Co-Working space/teleworking

The Marketing Coordinator will perform some or all of the following duties:

- Implement and analyze marketing strategy and marketing plan for Sankara, both in digital and traditional marketing
- Implement and carry-out Business-to-Business, Business-to-Vendor and Business-to-Customers marketing initiatives. For example, event creation and execution, cold calling, meetings, and follow-ups with prospective customers/vendors, etc.
- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data
- Support the marketing team in evaluating and establishing the marketing plan and strategy by assembling and analyzing sales forecasts, setting objectives, planning and organizing marketing campaigns
- Create content and assist with the management for our social media platforms
- Continue nurturing our email marketing and client email lists
- Conduct market research and analysis
- Analyse efficacy of our online and offline marketing strategies
- Communicate with clients and businesses by email and phone
- Since one of Sankara's aims is to promote diverse cultures, the candidate should enjoy working with multicultural demographics



Benefits under this position:

- Eat and enjoy diverse cuisines and crafts
- Experience and wear diverse cultural crafts and textiles
- Gain work experience and exposure working with a start-up as a Marketing Coordinator
- Work with people with diverse cultural backgrounds and heritage
- Work with a team where your contribution has direct and meaningful impact towards the company's growth

To apply, send your resume to llynch@sankaracuisine.com

This internship is funded by the Government of Canada under its Digital Skills for Youth (DS4Y) program. DS4Y, an initiative from Innovation, Science and Economic Development Canada (ISED), provides an opportunity for youth to gain valuable training and work experience needed for today's digital economy.

For more information about the DS4Y program in New Brunswick, please visit <http://www.cybernb.ca/DS4Y>

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