



XTREME JOB DESCRIPTION

Job title	Marketing, Communications & Office Administration
Reports to	Xtreme Tire Garage President

Job purpose

The purpose of this position is to provide marketing and communications support to the sales and service team, by way of marketing coordination, with the goal of increasing client traffic into the shop, especially during off-peak times. The position is responsible for coordinating appropriate marketing strategies including: direct mail, event coordination, sponsorship, website content, Facebook, Screenscape content and maintain the mobile sign content.

The Office Administration duties are responsible for directly supporting the President and Management Team. Free up President's time & promote the corporate image by representing the President internally & externally. Wear different hats and take on different jobs as required while maintaining order and driving results.

Duties and responsibilities

MARKETING COORDINATION:

- Collaborate with Management & Creative Agency frequently regarding the roll out of the companies advertising & promotion initiatives including print, digital & direct mail
- Establish and maintain peripheral support relationships: graphic designer, web developer and review content every quarter with the President
- Ensure brand messaging is consistent across all media with respect to print & digital
- Write / Update copy for all marketing collateral
- Proof and edit all files from graphic designer/printer prior to sign off
- Develop annual Marketing Plan
- Ensure Direct Mail is posted in a timely manner; monitor returns
- Provide Sales/Service team with required marketing or supportive collateral and information
- Prepare & Proof content for Direct Mail regarding the Goodyear Tire Sales May & October
- Populating & tracking of daily content all social media, company Website, Facebook, Twitter, Blogs, Google (with respect to search engine optimization/ digital impressions content)
- Ensure team is aware of current promotions
- Update Screenscape & 10 Foot Wave Screen Content
- Reviews script & changeover of Hold Promotions (phone messaging)
- Scan print/digital media for competitive industry offers/marketing ideas

OFFICE ADMINISTRATION:

- Prepares correspondences, reports, presentations & help manage the President's schedule
- Readily available to accept direction & instruction while balancing work flow
- Xtreme Operating Procedures (XOP) : Maintain, update, develop, implement and record
- Ensure XOP non-compliance is recorded in staff/personnel files, including follow up. Determine training needs to remedy issue if required.
- Maintain & Update Job Descriptions
- Maintain & Update Performance Reviews and coordinate their completion with all departments
- Write and distribute Meeting Agendas for Staff Meetings, Senior Management Staff Meetings and any other meetings as required
- Attend all meetings and record minutes
- Provide support to Office Manager and team during Inventory (data entry)
- Update & maintain internal communications regarding upcoming meetings and events via email, memos, whiteboards, etc.

EVENT COORDINATION:

- In conjunction with President, determine which events will be held and / or sponsored each year – as per Marketing Plan
- Plan and participate in all events
- Provide support to Service Advisors during Warehouse Sales (help at cash-out, greet customers)
- Coordinate all required marketing collateral for each event, such as invitations, print ads, hand-outs, etc.
- Available to work nights and weekends as required

EDUCATION & EXPERIENCE

- Critical & Creative Thinking
- Leadership & Social Skills
- 5+ years of office experience is preferred
- Strong verbal & written skills
- Must possess high standards of ethics & confidentiality to handle sensitive information
- Current/Proficient with ever changing technology from Digital Media to MS Office/ PowerPoint, Adobe Illustrator, etc.
- High energy with desire to take on new challenges