

---

# Web Designer/Campaign Coordinator

Thornhill Ontario

---

The position is located in Thornhill. The **Web Designer/Campaign Coordinator** is responsible for implementing and improving designs to the company website. In addition, the candidate must have experience with a marketing automation system as creating and overseeing email campaigns will be a key component for the job. This individual will be considered the subject matter expert on web design for the marketing team.

## Responsibilities

- Assist with the design and changes to the company website(s)
- Coordination of the logistical aspects of marketing campaigns, ensuring they are designed around themes discussed and scheduled appropriately.
- Prepare marketing materials, background documentation and aid in creating website content as needed
- Create content and banners for our website in conjunction with our company collateral
- Liaise with appropriate parties in the development and creation of design to ensure consistent messaging is carried throughout the web and marketing campaigns
- Maintain and manage creative files for future use and team collaboration
- Accountable for ensuring a timely execution of marketing campaigns, while maintaining consistency in messaging and looking for ways to drive engagement
- Be knowledgeable about current design trends
- Will be assigned special projects depending on company-wide initiatives for that year
- Weekly touch-base with other marketing team members to ensure progression of marketing plans
- Occasionally assist in the planning and execution of social media strategy (Twitter, LinkedIn, Youtube)

## Qualifications

- University Degree or college diploma in marketing, business administration or equivalent with at least 2 years of job experience in related areas.
- Working knowledge of web design: HTML, CSS
- Knowledge of how to use a marketing automation system.
- Knowledge of how to use Hubspot Marketing Platform preferred.
- Hands On experience with search engine optimization (SEO) preferred
- Experience with graphic design (Illustrator and/or Photoshop)
- Excellent written and verbal skills
- Knowledge on utilizing Microsoft Office Products (Word, Powerpoint and Excel)
- Highly effective project management, prioritization, multi-tasking and time management skills to meet deadlines
- Proven team player who is both flexible and highly adaptable

Please send all applications to [hrsupport@baass.com](mailto:hrsupport@baass.com).