

E-Marketing Coordinator

Energetic, Innovative, Success/Victory Focused, Friendly and Fast

Do these characteristics strike a chord with you? These are the 'Big 5' at Entrix Sports; we live it, we breathe it. We are a dynamic team in Calgary looking for someone to join our team who passionately believes in these same ideals, while operating with both passion and integrity. We are looking for someone to help us take advantage of a significant, long-term growth opportunity by leveraging the opportunities on the internet as part of our existing marketing strategy.

Responsibilities

Working alongside the Marketing and Promotions – Team Leader, your main responsibilities will include:

- Increasing web presence and utilization
 - Increase quality web traffic
 - Customer research via surveys, etc...
 - Search engine optimization
 - Special offerings and promotions execution using Drive-It software
 - Converting race expo customers into online customers with Entrix or one of our retail partners
 - Development of E-Marketing tools
 - Updating online content
- Support for Marketing: Assist with E-news generation and Social Media
- Support for race expos
- Other duties as required

Qualifications

Education in either one of Business/Marketing or Search Engine Optimization/Computer Sciences is required (but not both). Training will be provided on using the Drive-It software platform. This person should be able to work independently with minimal supervision, as well as in a team environment.

- Must currently be pursuing post-secondary education (part-time is acceptable) or has recently graduated and is returning to further post-secondary education in some capacity.
- Must be a Canadian citizen, permanent resident or person who has been granted refugee status in Canada and is legally entitled to work in Canada, who is between the ages of 15-30 (as per government funding rules).
- You adapt quickly to a changing marketplace, are prepared to build win-win, long-term relationships, and have an optimistic "can-do" attitude.

Other

This is a 420 hour, government funded, contract position, to be completed by March 31, 2011, requiring 20 hours per week. The position is based in Calgary. See www.entrixsports.com to learn more. Please email cover letter and resume to: careers@entrixsports.com with 'Entrix E-Marketing Coordinator' as the subject.

More about us

Entrix Sports is an award winning, high-energy, steadily growing company specializing in innovative, technically-advanced sporting goods. Entrix Sports has changed the sporting goods industry and wants people that can help us continue on that path. We have recently acquired the Canadian rights to CEP Sportswear, a cutting-edge compression technology company which has literally 'blown people away' at various marathons and triathlons in 2009 and 2010.