



## Marketing, Sales & Production Coordinator

We believe in finding great people and building a role around their strengths. Before we can do that, however, we're looking for someone who can step into an immediate role with responsibilities that compliments and helps our existing team. If you think you can help coordinate our marketing, sales, and production then we'd love to hear from you.

### About

Oi Furniture design, manufactures and markets fun, easy, and eco friendly furniture for the education, public library, museums, commercial office, attractions, and hospitality sectors.

### Fit

Oi will be a fit for you if you're:

- happy
- helpful
- curious
- proactive
- accountable
- intuitive
- autonomous
- flexible
- friendly

### Role Summary

Our new Marketing, Sales and Production Coordinator is the person who directly assists the CEO in all tasks related to sales, marketing and production. Which means you'll touch almost all areas of the business of Oi Furniture where your day-to-day energy and actions will be key toward growing Oi Furniture into a multi-million dollar business.

### Core Responsibilities

As coordinator of all things marketing (50%), you will:

#### Strategy & Planning

- Work with the CEO to create a quarterly (short term) and annual (longer term) marketing plan that will drive awareness with key audiences in the education, public library, museums, commercial office, attractions, and hospitality sectors. The plan will outline all of the regular recurring, seasonal, and special marketing activities while demonstrating the business case for each activity.
- Once the plan is created it's time to execute the plan.

#### Execution and Day-to-Day

- With the support of the CEO you own the execution of the marketing plan. The marketing plans' success or failure will rest on your shoulders (no pressure).
- Plan, create, produce and distribute all of the brand related assets that Oi uses to build our brand experience and drive awareness. This includes but is not limited to content updates to our website (ie. product updates, case study creation, etc.), social media posts (facebook, instagram, etc.), email campaigns (using mailchimp), trade show planning (booth design & staffing), shipping sales materials to dealers and clients (ie. swatch books and brochures), packaging (box design), and overall customer journey from awareness to review and referral. All of the above means that you'll be gathering or creating content (ie. we need a case study written about a recent installation; to what would be a great



tag line to use on a social media post; to we need a feature image for a presentation that capture peoples imagination).

- You should have command of best practices and trends in social media and email marketing, enjoy being creative, have an understanding in marketing automation.
- Build and manage the company's social media profiles and presence, including Instagram, Facebook, Twitter, LinkedIn, Pinterest, and potentially additional channels.
- Create shareable content appropriate for specific key audience to spread our brand.
- Listen and engage in relevant social discussion relevant to our brand, products, and market sectors.
- Run regular social and email promotions and campaigns and track their success,
- Maintain the company blog (focused on installation case studies) and grow content.
- Explore new ways to engage with social influencers to reach our target buyers and dealers.
- Manage and build various email segments and campaigns, including the design of templates, calls-to-action, and content used. Segment lists based on behaviors like past email engagement and website
- Seek to understand and introduce marketing automation.
- Assist in the maintenance of our dealer listing. Our furniture is listed and available to purchase through a variety of "dealer partners". Our growing dealer partners include independent dealers scattered across Canada & the USA to large national brands like Wayfair, Amazon, Houzz, Demco, and Gopher Sports. These relationships require that we keep all of our products current (in terms of photos, pricing, and description) in their systems while looking for opportunities to activate our brand within their marketing initiatives. It's a lot of detail but is key to our growth.

As coordinator of all things sales & service (25%), you will:

- Assist the CEO with all correspondence (email and phone), estimating, and follow-up with clients and dealers.
- Assist the CEO to add and maintain all contacts, deals, and correspondence into our CRM and maintain all relevant notes, estimates, and drawings in the corresponding client folders.
- Assist the CEO to create preliminary design layouts based on project specifications.
- Be available for online chat (via our website) and telephone (via our 1-800 number).
- Assist the CEO at trade shows (as necessary)

As coordinator of all things production (25%), you will:

- Lead and own the supply, production, shipping and delivery of all orders to the end user. In other words, you'll plan and coordinate everything related to goods and services we buy from suppliers in order to build our seating then coordinate the delivery of each individual order to our clients.
- Maintain and manage all parts inventory and issue purchase orders to suppliers as inventory levels get low.
- Create all order delivery timelines and coordinate with all related service suppliers.
- Follow up with all relevant suppliers to ensure they deliver on time and as specified in purchase orders.
- Coordinate all shipping logistics and delivery details related to parts procurement and client order delivery. This means acquiring shipping estimates, filling out bill of lading, and completing customs paperwork for international shipments.
- Initiate client invoicing according to the payment terms and conditions negotiated for each client.

**The values and experience we're looking for:**

- You're punctual, professional, thorough, and entrepreneurial
- You're quick learning self-starter that thrives working in a fast paced start-up environment
- You're adaptable, innovative, you own your mistakes and you move on.



- You have proven experience in sales, marketing and production coordination.
- You have experience in manufacturing and/or furniture industry.
- You're reliable.
- You have a laptop (ideally Mac).
- You're okay with at the end of each day you're performance will be measured by many metrics but overall will rest with (a) how well you've built our brand in terms of consistency, continuity, and creativity and (b) how many relevant people we've introduced Oi to over the defined period of time (c) how many deals we close and how much we grow our revenue, and finally (d) how flawless our production performs in terms of quality and timely delivery.

### **Salary, benefits & Perks**

We are looking for a full-time (40 hrs a week) "Marketing, Sales & Production Coordinator". The daily expectation is 8 hrs per day Monday to Friday where your working hrs are flexible to suite your ideal schedule. Remuneration will be commensurate with qualification and experience. At this moment in time there are no health benefits but there is a boxing gym across the hall from the coworking space (Launch Coworking Space) that we work out of. We have a super fun and dynamic working environment which will be great for your overall health. You'll have as much coffee as you can drink, and have access to beer and wine in moderation.

Application: how to apply

If the Marketing, Sales & Production Coordinator is something you believe you could excel at, we invite you to apply at: <https://goo.gl/SrqyT6>

That covers it for now. We look forward to hearing from you and we will only be in contact with candidates that we would like to take next steps with. The next steps will be an interview with our leadership team where one successful candidate will advance to a 2-week paid trial in the role.