



We're looking for a **Marketing Coordinator** to join our team in the Toronto office. Reporting to the Director of Marketing, this Marketing Coordinator will play an invaluable role in executing cohesive marketing campaigns through traditional and digital channels to build a holistic consumer experience for the Pehr brand.

At Pehr, you'll be part of one of the fastest growing Children's & Baby brands. This is an opportunity to get a foot in the door, learn the business and be a part of a strong team. You are someone who takes initiative with passion and dedication. You are an articulate, creative and bright individual who is able to wear many hats. You have a high-energy and motivated outlook and feels pride in growing our brand.

## What you'll be doing

- Drive the execution and implementation of wholesale and consumer marketing initiatives, ensuring we meet established parameters of strategy, timing and budget
- Assist with the creation and distribution of promotional printed materials including, brochures, catalogs and mailers
- Manage all creative updates of pehrdesigns.com based on content calendar and weekly Q&A review of site
- Co-ordinate lifestyle and product photoshoots, including overall shot list, prop purchasing and product sourcing
- Lead all product photography sessions; determine and procure required product photography needs based on launch calendar for all new and existing product
- Maintain image library, ensure consistent imagery access across all marketing and e-commerce channels
- Work closely with the E-Commerce Coordinator to ensure all digital assets for new products launches are accurately depicted and programmed
- Assist with measuring data, analyze and report on active marketing campaigns
- Prepare monthly reports assessing the on-going effectiveness of our marketing strategies for assigned projects
- On-going support to the marketing team on a daily basis including but not limited to, influencer package preparation, maintaining marketing files and creative asset databank.

## Qualifications

- **University degree in Communications, Marketing, Business or equivalent**
- **Proven ability to work independently on multiple projects, prioritizing key deliverables**
- **Google Analytics certified preferred**
- **Self-starter with discipline for setting goals and metrics, driving decisions**
- **Experience analyzing and reporting on website traffic and social media metrics-preferred**
- **Excellent project management and organizational skills, with high attention to detail**



- **Strong communication skills, verbal and written, ability to multi-task a must**
- **Comfortable in a collaborative environment**

## About Us

Pehr is an internationally recognized Lifestyle Brand.

Our Team is based in Toronto and leads all design, development and marketing of the collections. Meticulous attention to detail, brand consistency and clarity are intricately woven throughout our daily actions. All Pehr products are carefully and ethically manufactured in India. The brand is currently sold in over 2,200 retailers worldwide and through our own and E-commerce website, [pehrdesigns.com](http://pehrdesigns.com).

Our culture thrives on passion and rewards hard work and loyalty. We look for articulate, innovative and bright people who have an entrepreneurial spirit and are eager to learn.