

PIZZA NOVA®

Est. 1963

Job Description

If you are looking to be a part of a fast-paced growing company that not only values people, but is committed to delivering an exceptional brand experience then Pizza Nova is the place for you. If you love to connect brands with people say CIAO!

We are searching for a Marketing Coordinator to join our team. You will support the Marketing team with various initiatives, programs, events and day-to-day tasks with a focus on social and e-blast.

Role and Responsibilities:

- Develop e-blast and social content calendar and work with agency partner for design as well as schedule deployment through CRM platform
- Work with agency partner to execute digital marketing strategies, including SEO, paid ads on Google, Meta, and LinkedIn
- Work with agency partner to develop social media calendar for Meta, Instagram, Twitter, and LinkedIn; content-based posts for these platforms
- Work with agency partner and call center to coordinate pricing and food drops for influencer radio and TV programs
- Perform basic website administration duties, such as updating content and uploading files within the content management platform
- Assist with copywriting, overseeing graphic design, photography and video production as required
- Manage and organize the assets (photography and images) for the organization
- Update competitive landscape analysis document for the marketing team

Job Requirements:

- Marketing education required (digital marketing experience is an asset)
- Working in a similar role for minimum 2 years
- Demonstrated ability to write creative content that engages intended audiences
- Ability to meet deadlines, prioritize, and organize time effectively
- Demonstrates attention to detail and accuracy
- Demonstrated research skills to identify and verify information
- Ability to work independently within a team
- Strong communication skills both written and oral
- Ability to use a variety of computer applications such as the Adobe Creative Suite, Microsoft Suite, Google Analytics, and more

