

Marketing Assistant

Reporting to the Marketing Coordinator, the Marketing Co-op Student will work within the Advertising department to assist with a full range of Marketing and Sales Support activities. Responsibilities will include, but are not limited to:

- Developing and executing marketing & communication strategies that will assist Sales Consultants to maximize revenue for all advertising products
- Working with Production Team to keep all customer facing collateral current
- Collaborating with the Production Team to create promotional materials and assist in planning and conducting promotional mail-outs
- Managing monthly reports and tracking of seasonal campaigns and promotions
- Preparing materials and supplies for industry trade shows and events
- Acting as a liaison between clients and Eastlink staff to ensure clients' expectations and ideas are communicated
- Processing scheduling to ensure ads get to air accurately and efficiently
- Maintaining client files and billing correspondence
- Coordinating third-party creations from clients and agencies