

# Marketing Coordinator

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## What is Bridgeable?

We are an award-winning strategic design firm whose mission is to bridge the gap between what organizations know and what they do, delivering shared value to our clients and their customers. We strive to increase our profile as service design leaders in order to have the greatest social impact possible.

Bridgeable is a multi-disciplinary team – people who, in a different context, might be known as designers, scientists, futurists or strategy consultants. But at the end of the day, we are all translators. We translate knowledge into action, insight into strategy, and strategy into tactics.

## What are we looking for?

We are currently seeking a **Marketing Coordinator** who will work closely with our head of marketing as they seek to strengthen Bridgeable's impact and profile externally.

Although Bridgeable is a successful, established consulting organization, its success has been derived through a great reputation for delivery and word-of-mouth. The successful candidate will have a key role in a transition towards more activated, and targeted market engagement. This is a "ground floor" opportunity. In this role you will help articulate our impact to clients and the design community, extract and develop new knowledge capital in consultation with project teams, help increase our global profile so we can increase our impact within organizations and society.

Your job responsibilities include:

- Development and management of a client and industry influencers contact database.
- Work with marketing to ensure that our platform tools, such as Salesforce are sync'ed and that we have one effective database standard at Bridgeable.
- Oversight and implementation of outreach campaigns designed to create gravity and responsiveness in our target markets and among our influencers.
- In a manner that is consistent with the brand, develop expertise on the channels that are most effective in reaching our audience with the right message.
- Analyse outreach program response to determine effectiveness and make recommendations for improvements.
- Be aware of and incorporate best practices into the Bridgeable programs.
- Maintain a dashboard that summarizes monthly activity and meetings.
- Write or revise press material or other material intended for the public domain or directly to clients.
- Represent our services and integrate with project teams and build a reputation from being a helpful expert.

## What are the Key Qualifications?

You have:

- An undergraduate degree or equivalent work experience in marketing or communications
- 3-5 years of relevant work experience in similar roles
- Experience developing, managing and exploiting client databases

- Advanced use of Excel, Access and PowerPoint
- Exposure to or experience with Salesforce.com, Marketo, Hubspot, Twitter, LinkedIn, etc. Our preference is to treat our market with high personalization

You are:

- Experienced in B-to-B market development, ideally with big ticket services offerings
- Strong in both written and verbal communication
- Process oriented with attention to both quality and detail

You love:

- To work on a multi-disciplinary team of hyper-creative individuals
- The idea of entering a new and sometimes ambiguous environment
- The opportunity to work on projects with real impact

## Why work at Bridgeable?

### **Great Work Culture:**

We understand that you spend a lot of time at work and we invest a lot into making that time enjoyable and energizing. We have created a great space to enable you to comfortably focus your creative energy on your work.

We have built a great team that values initiative, integrity, empathy, adaptability, and transparency, that thrives on working collaboratively to deliver impactful solutions. Our Employee Experience team is dedicated to creating enriching activities, like mindfulness meditation, improv, and summer camp - to relax, invigorate and strengthen the Bridgeable team.

Our entrepreneurial environment gives you freedom to drive your success in this position. We offer you the opportunity to work on groundbreaking initiatives with some of the most innovative organizations in the world. We are constantly investing in ways to improve the impact of design.

As a diverse and growing organization, we value your growth and offer you the space, resources and autonomy to take your career to the next level. Along with providing an incredible amount of on-the-job learning we invest in personal and professional development opportunities. We know that if you are learning, we are learning!

### **Great Benefits:**

In addition to the opportunity to participate in impactful work with a passionate team, we also offer a competitive compensation package and share our success across the team. Our benefits package will have your health and dental needs covered and we provide all of our employees with an optional fitness membership.

We are located in the Liberty Village neighbourhood of downtown Toronto, a vibrant centre for professionals in media, tech and design.

If you are as excited about this opportunity as we are, then we look forward to hearing from you! Apply with cover letter, resume, and brief portfolio highlighting past work to [careers@bridgeable.com](mailto:careers@bridgeable.com).

We thank all applicants for their interest; however, we will only contact those we feel qualify.