

Type of Position: Full Time
Position Title: Client Services Coordinator
Location: Calgary, Alberta
Start Date: Immediate



About Glacier

Glacier is a full-service marketing agency fully invested in informing and inspiring the next generation through powerful, positive advertising. We deliver unique advertising services for hundreds of higher-education institutions throughout North America.

About the Position

Reporting directly to the VP of Client Services, the Client Services Coordinator supports our marketing and accounts team on everything from marketing collateral to client support. You will assist in the end-to-end execution of our brand's marketing efforts, engage in outreach to optimize our client service and provide creative assistance to drive Glacier towards its goals.

Ideal Candidate Description

- Enthusiastic, detail-oriented, and has a "can-do" attitude
- Outgoing, friendly and ambitious
- Able to maintain a high level of customer service standard
- Creative and have a good visual eye for layout esthetic
- An organized, phenomenal multi-tasker and project manager
- Adapt problem solver who can thrive in challenging situations
- Passionate about doing things right
- A quick learner and strong communicator
- Someone the team can count on regardless if the task is big or small

Tasks, Duties & Responsibilities

- Assisting with the development of marketing collateral in both print and digital advertising to execute the strategy for Glacier's brand
- Supporting Glacier's website, social media content and ad campaign management to drive SQL & MQL activity
- Designing basic corporate brand and marketing materials while managing external designers for more complex jobs
- Collaborating with the sales and marketing departments to develop campaigns, reports and research blog posts to achieve corporate objectives
- Managing our client database (HubSpot) and executing Glacier drip campaigns
- Executing administrative duties such as booking travel, conference registration, shipping of materials, client touchpoints, etc.
- Writing compelling copy for emails and coordinating the development, production and distribution of newsletters or marketing materials to both existing and potential clients
- Analyze marketing programs or campaigns and adjust to ensure effectiveness
- Responsible for supporting the retention team on structured outreach to clients and representing Glacier to the outside world
- Brainstorm new, exciting and out of the box content ideas that contribute to the overall brand strategy that supports Glacier's Content Calendar

Requirements

- Degree in PR, Marketing, Communications, Business or a related field

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- Minimum 2 years experience in a client service or operations role within marketing or communications
- Excellent interpersonal, communication and customer service skills
- Entrepreneurial “get it done” attitude
- Experience managing client relationships
- Basic social publishing and copywriting experience
- Experience with Adobe PS, Indesign, Canva and Hubspot is considered an asset
- A passion for marketing and Glacier’s mission
- Experience with project management software (Asana, Confluence, Hubspot) is an asset

Compensation

- \$50,000 - \$60,000 experience dependent
- Hybrid office and work from home schedule
- Profit share agreement
- Five weeks’ vacation

Interested candidates can submit their resume to robin@weareglacier.org