

## **Éminence Organic Skin Care Marketing Assistant**

**Closing Date for applications:** *Callbacks and interviews have begun but applications submitted immediately will still be considered.*

**Location:** *Vancouver, BC*

**Application:** *Please send a cover letter and resume to [kpyo@eminenceorganics.com](mailto:kpyo@eminenceorganics.com)*

### **Company Summary**

Éminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Our products embody half a century of herbal craftsmanship and experience, and several centuries of unsurpassed skin rejuvenation techniques unique to Hungary. All of our products are handmade, using only the freshest ingredients known to nature without harming animals or using any harsh chemicals. Our ingredients are hand picked and hand harvested to ensure premium quality. Every ounce of Éminence products receives personal attention to produce and package.

### **Role Summary**

The Marketing Assistant provides assistance to the Marketing Department under the immediate direction of the Marketing Manager as well as overall direction from the Marketing Director for various projects related to e-communications, graphic design, public relations, marketing initiatives, product launches, spa support, tradeshow and administrative tasks.

### **Reporting and Peer Relationships**

The Marketing Assistant reports directly to the Marketing Manager.

### **Roles and Responsibilities**

#### **Product Launches**

- Create CD's for each Outside Sales Representative (OSR) launch mailing
- Work with graphic designer and Marketing Manager to ensure all pricelists are updated for each launch
- Coordinate receipt of all product samples and print pieces from warehouse for each launch for approval
- Coordinate product launch parties for Company Wide Meetings
- Assist with working with graphic designer on print materials (outside of primary launch materials) as required
- Assist with conducting market research and competitive analysis
- Proof and edit all outgoing marketing materials

#### **Website & Internet Communications**

- Assist with updating company website and social media pages with news items, marketing materials, specials, and information as required
- Assist with the distribution of e-newsletter and faxes as per marketing calendar
- Maintain and update databases for email campaigns and newsletters
- Maintain website updating project lists
- Assist with Distributor log in questions and problem solving
- Track and report website/ Facebook/ eburst stats

#### **Public Relations, Advertising and Gifting**

- Look for and track editorial coverage in magazines
- Organize hard copy storage of magazines, past print materials etc.

- Create and send Marketing orders to Order Entry
- Wrap Gift Baskets and Bags
- Track all gifting and other Public Relations/ Advertising data as requested

**Distributor & Spa Support**

- Provide timely customer service: assisting with answering enquiries, fulfilling requests for marketing images and materials
- Assist with coordinating graphic requests from Spas and Distributors as required
- Assist with implementing copyright agreements

**Tradeshows**

- Assist with special event planning for tradeshows
- Assist with other Marketing related tradeshow activities as required

**General Administrative Duties**

- Maintain digital, CD, hardcopy files and records, photographs
- Assist with creating the Company Wide PowerPoint presentations
- Update monthly sales reports
- Maintain the electronic filing system for the Marketing Department
- Keep the Marketing Calendar up to date
- Update the Marketing Procedures Manual
- Assist with preparing for our Annual Business Conference
- Miscellaneous printing and framing projects for the office
- Perform other marketing-related duties as assigned
- Attend weekly marketing meetings and provide updates as required

**Performance Expectations**

- Exemplify the Éminence core values
- Arrive on time daily and for scheduled meetings
- Recycle at every opportunity
- Keep commitments and meet deadlines
- Return phone calls on same day if messages left before 2pm
- Respond to all calls not returned on same day by 10am the next day
- Respond to all other client contact (faxes, emails) within 24 hours
- Execute marketing schedules on time
- Ensure accuracy of facts, grammar and spelling in all collateral
- Utilize appropriate Business Language in all forms of communication
- Be willing to put in extra time during busy periods and when requested

**Experience, Skills and Values****Experience Required**

- College Diploma or Degree in Communications, Marketing or related field
- Marketing Experience – 1 year preferred
- Skin Care industry experience an asset

**Skills Required**

- Impeccable written and oral English skills
- Advanced knowledge of Microsoft Office
- Market and Sales Analysis

- Knowledge of Content Management Software and mass emailing programs (HTML an asset)
- Experience with CRM databases a plus
- Strong writing and proofreading ability
- Social Media web page maintenance an asset
- Ability to multitask and demonstrate excellent time management capabilities
- Superior interpersonal and communication skills
- Detail oriented
- Proficiency with Adobe CS3 – Illustrator and Photoshop
- Web design software an asset

**Values Required**

- Extraordinary Service
- Infectious Enthusiasm
- Sincere Respect
- Supportive Teamplay
- Proactive Reliability
- Excellence
- Efficiency