



## **Job Description**

<b>Title:</b>	Marketing Coordinator	<b>Department:</b>	Marketing
<b>Reports To:</b>	Marketing Manager (TBD) / Marketing Director (Interim)	<b>Last Revised:</b>	March 2025

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### **Company Overview**

Founded in 1916, Kohl & Frisch Limited is a leading Canadian-owned and operated wholesale distributor in the healthcare industry. K&F serves large chain retailers, independent pharmacies, clinics, and hospitals, acting as a crucial link between pharmaceutical manufacturers and healthcare providers.

### **Primary Role of This Position**

We're looking for a self-starter who is excited to roll up their sleeves, figure things out, and help build smart, effective marketing programs from the ground up. Success in this role means taking initiative, asking questions, and constantly looking for ways to improve how we work—we're looking for someone who brings curiosity, resourcefulness, follow-through, and the drive to add value.

As Marketing Coordinator, you'll support key initiatives across our brand portfolio, private label program (health One™), e-commerce (HealthSnap.ca), and pharmacy-facing campaigns. You'll play a hands-on role in coordinating projects, supporting content and digital marketing, and analyzing performance metrics and data to uncover insights to drive smarter decisions and growth.

### **Major Responsibilities**

#### **Marketing & Brand Support:**

- + Assist in the development and execution of marketing materials across digital, print, and social platforms.
- + Support brand consistency across internal and customer-facing assets, including our private label and retail programs.
- + Take ownership of updating and organizing marketing documentation, templates, and SOPs

#### **Campaign Coordination & Execution:**

- + Help plan and coordinate marketing campaigns, collaborating with internal teams such as Sales, Manufacturer Relations, and Customer Service to ensure that marketing efforts align with business goals.
- + Assist in the execution of social media strategies, promotional materials, and digital content.

#### **Content Creation:**

- + Contribute to the development of marketing content, including social media posts, newsletters, website updates, and promotional materials.
- + Collaborate with external designers, printers, vendors to ensure timely production and distribution of marketing collateral.

#### **Analytics & Reporting:**

- + Track marketing performance and campaign results using Excel, internal data, and available tools.
- + Support regular reporting by gathering, analyzing, and summarizing sales and campaign data.
- + Use insights to recommend improvements or flag areas of opportunity—thinking critically about what the data is telling us.

**E-Commerce & Digital Marketing:**

- + Support the E-Commerce Manager with day-to-day execution of strategies, including digital content updates, promotions, email and customer experience enhancements and data analytics.
- + Assist with managing social media accounts, responding to customer inquiries, and coordinating promotional campaigns for the e-commerce site (HealthSnap.ca).

**Sales Enablement & Pharmacy Programs:**

- + Coordinate the production of the pharmacy flyer program by liaising with designers, printers, and internal teams. Manage artwork, pricing, and distribution logistics to ensure timely delivery and accuracy of materials.
- + Work cross-functionally to ensure flyer content is accurate, timely and track performance

**Project Management:**

- + Provide administrative support for key marketing projects and events.
- + Track project timelines, manage deliverables, and communicate updates to the marketing team.
- + Assist in managing vendor relationships to meet project deadlines and ensure quality standards are met.

**Education and Experience**

- + Bachelor's degree in marketing, business, or a related discipline.
- + 1-3 years of experience in marketing
- + Solid Excel skills (pivot tables, lookups, formulas) and strong analytical capabilities
- + A proactive, resourceful attitude—you like to dig in, figure things out, and move work forward without waiting to be handed the next step.
- + Able to take feedback constructively and apply it quickly and accurately
- + Experience with digital marketing platforms and tools such as social media (Instagram, Facebook), email marketing programs (Klavyio), and website content management systems is a plus.
- + Proficiency in Microsoft Office (Excel, Word, PowerPoint); experience with Adobe Creative Suite (InDesign, Photoshop) is an asset.

**Qualifications**

- + Strong communication skills, both written and verbal, with attention to detail.
- + A proactive, resourceful attitude—you like to dig in, figure things out, and move work forward without waiting to be handed the next step.
- + Able to take feedback constructively and apply it quickly and accurately
- + Ability to multitask and manage changing priorities in a fast-paced environment.
- + Collaborative and team-oriented mindset, with the ability to work cross-functionally.
- + Familiarity with marketing performance metrics and data analysis
- + Strong organizational and project management skills, with the ability to manage timelines and coordinate with multiple stakeholders.
- + Bilingual proficiency in English and French is highly valued.