



Sales and Marketing Coordinator Roterra Piling Ltd.

ABOUT ROTERRA:

Roterra is a turn-key foundation solutions provider with focus on four main technologies: helical screw, bored cast-in-place, driven, and continuous flight auger piling along with excavation support (shoring). We offer engineering and fabrication solutions with a focus on providing end-to-end service. We service all markets and all project sizes pride ourselves on providing industry-leading customer experience.

WHY WORK FOR ROTERRA:

We offer a comprehensive compensation plan including a health and dental package, employee assistance plan, competitive salary, group RRSP and deferred profit sharing plans, as well as room for growth. Roterra has a young and dynamic team that is owner-operated and committed to being a leading provider of our core products and services across North America. If you are looking to join a professional team of high functioning and high performing individuals committed to accomplishing significant growth for both the company and the individuals, than Roterra is for you.

ROTERRA CORE VALUES

- We pursue excellence by constantly raising the bar
- We have passion and enthusiasm – for our roles, the company and our relationships
- We are experts that continually grow
- We do the right thing
- We are team players

PURPOSE:

The Sales and Marketing Coordinator is an energetic, entrepreneurial, and dynamic creator, developer, and relationship builder. This individual actively pursues prospective customers and develops relationships. This individual creates and promotes on-brand messaging to customers through traditional, digital, and social media channels to grow brand, reputation and following.

SALES

- Call, update, and maintain customer prospect lists
- Mine various lead generation sites for opportunities
- Present on companies' product and service offerings through phone, email, and in-person interactions
- Collaborate and support the Estimating and Engineering Groups through project bid pursuit and follow up for bid coverage and customer engagement
- Complete follow ups on bids, sales calls, prequalification's, and meetings
- Participate in client meetings, presentations, and lunch and learns as required.

MARKETING

- Brainstorm and develop ideas for creative marketing
- Create promotional materials for line of business, service, and industry type, press releases, project case studies and project wins
- Comply with and strengthen Roterra Brand Image
- Complete consistent and professional social media posts on all platforms
- Maintain and update website with accurate and timely content
- Engage with and attend worksites to capture stunning video and photo content
- Aid with market research and reporting on industry landscape, customer segmentation, and trends
- Complete internal marketing initiatives including employee messaging, event planning, and Company swag
- Work with senior management in the delivery of the company's marketing strategy

EXPERIENCE/EDUCATION REQUIREMENTS:

- Post-secondary Education in Engineering, Business, Marketing or related field
- Strong computer skills including MS Office, marketing software (Adobe Creative Suite and CRMs) and applications (Web analytics, Google AdWords, etc.)
- Proven Social Media experience
- Construction, engineering, and/or manufacturing experience (asset)
- Drone Pilot License (asset)

CORE COMPETENCIES

- Strong organizational and time management skills
- Creative and thought provoking
- Outside the box thinker
- Keen attention to detail
- Strong interactive communication skills both verbal and written

LOCATION:

Acheson (West Edmonton), AB

WAGE:

Based on Education and Experience

HOW TO APPLY:

If you are interested in this position, please send your resumes to careers@roterra.com