



JOB POSTING – MARKETING COORDINATOR

ABOUT PELOTON TECHNOLOGIES

Peloton is a Financial Technology company with the potential for huge growth. Our technology team has spent 10 years developing a platform that is poised to change the payments landscape. With an already impressive customer base built on revolutionary service offerings, we are gearing up for the release of new products that tie all our service offerings together.

WHY PELOTON?

At Peloton, we live by our core values of **Teamwork** and **Respect**. Our team consists of dedicated, high-performing individuals that support one another across all channels of our business. We are a fast-growing company with exponential room for growth. We are seeking passionate team members who thrive in an innovative, agile and inspiring work environment.

Peloton staff are experts at managing and participating as members of remote teams. Utilizing tools such as Google Hangouts, Skype, Slack, Sync and Azure DevOps for collaboration. While most of our work is done remotely, in-person meetings are an important part of forming relationships and are required at strategic points within projects. Peloton staff are predominantly based in Victoria, BC and enjoy a work-from-home structure. When in-person meetings are required most staff travel by foot, cycle or public transport. Peloton is a near paperless operation; only producing paper for compliance and as required by third parties.

WHAT WE OFFER

- Competitive compensation and benefits package
- A flexible work-remote schedule
- Opportunities for travel and professional development
- Clear job growth opportunities

POSITION SUMMARY

We are seeking an energetic and experienced Marketing Coordinator with exceptional organizational skills and the ability to balance multiple projects with ease. Our ideal candidate will have a variety of marketing experience and a willingness to learn and take on new challenges related to financial technology.

This is a unique opportunity to provide valuable contributions leading to explosive growth. Reporting directly to the Marketing Manager, you will be a significant part of the Marketing Team (which also includes members of the executive team). You will be responsible for the coordination and execution of the marketing strategies across multiple products and broader initiatives.



KEY RESPONSIBILITIES

- Digital Media
- Social Media
- Company Promotion
- Event Coordination
- Market Research

QUALIFICATIONS

EDUCATION

Bachelor's Degree in Marketing or a related field (*will consider equivalent experience*)

EXPERIENCE

- Minimum 3 years of experience coordinating marketing efforts between team members, outside vendors and management
- Experience with marketing software as a service is an asset
- Proficient experience with digital media ecosystems, online media, including social media
- Proficient at managing SEO/SEM projects
- Experience with web analytics tools
- Familiarity with marketing strategies and growing digital businesses
- Monitoring and Analysis:
 - Update and gather marketing sales and trend reports
 - Analyze the internal and external marketing environment to develop situational analysis
 - Identifying trends and opportunities for growth

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge

- Foundational understanding of marketing fundamentals and best practices
- Comprehensive understanding of Peloton's brand, services, and history
- Developed knowledge of marketing, advertising, and sales regulations
- Working knowledge of all popular social media for brands, such as:
 - Facebook, Twitter, Instagram, Pinterest, Google+, LinkedIn, Hootsuite, etc.
- Advanced working knowledge of Google Analytics and social media reporting tools
- Comfortable with Google AdWords

Skills

- Excellent time and project management skills.
- Proven to be able to comfortably present information to a group of people in an engaging way
- Capable of operating computers in a Windows based platform in a proficient manner
- Capable of producing documents using Microsoft Office tools (Word, Excel, PowerPoint)
- Proven to be an effective member of a team



Skills (continued)

- Strong written and verbal communication
 - Familiarity with the Canadian Press Stylebook is important
 - Ability to adopt relevant tone of voice and writing styles for a variety of audiences
 - Ability to describe Peloton's vision and services to non-technical audiences

Abilities

- Solve problems collaboratively and creatively
- Maintain an organized system of work
- Work independently
- Able to multitask and prioritize assignments
- Creativity, teamwork and attention to detail required

REPORTING STRUCTURE

Position Title: Marketing Coordinator

Reports To: Marketing Manager

Direct Reports: N/A

HOW TO APPLY

To apply please send your resume and cover letter to careers@peloton-technologies.com with the subject line "Marketing Coordinator application - Your Name".

We are interviewing on a rolling basis so apply at your earliest convenience. We thank all applicants for their interest, however only those candidates selected for interviews will be contacted