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## Marketing Coordinator

City: Vancouver, Burnaby  
Province: BC  
Title: Marketing Coordinator  
Category: Part time / Full time

### Overview:

SIDLER, a luxury brand of mirrored bathroom cabinets, is looking for an independent, flexible and enthusiastic Marketing Coordinator. Your position offers all the freedom to create and manage the SIDLER brand within North America and bring it to the next level. You play an important role and solely report to the President.

With its roots in Switzerland, SIDLER is seeking a passionate person with an eye for details and quality. The ability to identify yourself with SIDLER products is required.

Since we are a small business, a certain level of flexibility is required. This flexibility translates into a diversified job, which may include daily operational activities.

### Responsibilities:

- Maintain Brand standards
- Maintain SIDLER language with the content and text you create
- Update Website back-end (WordPress backend)
- Content creation for Website Blog
- Social Media Management (Instagram, Facebook, Twitter, etc.)
- Manage Print Marketing Material
- Design Marketing Material for new products
- Coordinate and manage international Trade Shows
- Work with Industry associations
- Manage Marketing Sales tools for SIDLER Sales representatives
- Search Engine Optimization
- Write and edit monthly Newsletter
- Coordinate and analyze online campaigns
- Build Cross-Marketing Network with new and existing clients
- Most importantly: Implement your own ideas!

### Requirements:

- Demonstrate Marketing skills  
Provide Portfolio: Digital and/or Paper
- Creativity, bring your creative mind to work!
- Post-Secondary Diploma/Degree (or equivalent)
- Foundational Knowledge of Microsoft Office, Adobe Suite, WordPress (or equivalent)
- Willingness to Learn, one who is eager to learn
- Self-starter, who is able to work independently
- Team Player, ability to work with Team
- Ability to develop, plan and implement short and long-term objectives and goals
- Flexible
- Second language would be an asset, but not required



7626 Winston Street  
Burnaby, BC V5A 2H4  
CANADA

Phone: 604 415 2422  
Toll Free: 888 415 2422  
Fax: 604 415 2433

info@sidler-international.com  
www.sidler-international.com

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**Application Process:**

Please Provide a link for your Social Media Accounts:

(i.e., Instagram, Facebook (Public account or Page), Twitter, LinkedIn, Other Account you are active)

Please Provide A Short Video Submission (Duration ≈ 1:00 min – 2:00 mins)

Video Submission should answer the following Questions:

- 1) Who are you?
  - a. Speak briefly on your education (Post-secondary/International/Online)
  - b. Speak briefly on your work experience (freelance, etc.)
  - c. Speak briefly about who you are personally (your favourite food, song, mentor)
- 2) Why you choose marketing field? (i.e., what sparked your interest in this field)
- 3) What can you bring to Sidler? (i.e., what interest do you have that intertwines with SIDLER)

Please send Resume and Cover Letter / Video to [info@sidler-international.com](mailto:info@sidler-international.com)



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