



Title: Marketing and Sales Coordinator

What is the role?

Job Overview

The Marketing and Sales role is a key and integral role in the day to day and overall operations of the studio and holds vast diversity in daily, weekly and monthly demands/tasks. This role leads the development, maintenance and management of the studio's website and social media platforms in addition to assisting shoppers, general inquiries and members of the studio to studio stocking of merchandise, class sales/bookings, workshop sales/bookings, raw glass material sales and private event planning. This position requires a business and marketing background along with excellent customer service.

What are the job responsibilities?

Responsibilities and Duties (include but are not limited to)

- Development, maintenance and execution of an annual Social Media Calendar (monthly updates will be required)
- Development, maintenance and execution of Hootsuite
- Development, maintenance and execution of Wix Website

- Marketing & Website
 - Steps to Uploading Products on Wix
 - Website Newsletter
 - Daily Social Media Posts
 - Steps to Creating a Post on Hootsuite
 - Steps to Creating a Marketing Photo on Canva
 - Radio Marketing
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- Data entry of products, classes, workshops into wix
- Daily Social Media posts, tracking and management of inquiries
- Maintenance and execution of studio Facebook Pages
- Managing daily emails and phones
- Development, ordering and designing of studio flyers and promotional materials
- Organizing monthly team meetings, developing agendas and other assisting office duties required by studio owner Chandell Popik
- Finalizing and circulating the monthly newsletter
- Contract initiation, management of payments and maintenance of all Studio Memberships contracts
- Communications and scheduling of private bookings
- Attending Chamber and DBA meetings in conjunction with the studio's owner or in her place
- Assisting with Block 50, the Chamber and/or DBA events, marketing and community events when they align with the studio's involvement and interests
- Scanning, emailing, filing of Artist Contracts, pulling of artist contracts for payout processes along with additional/removal of product from website



- Product photos for website and social media needs, editing, filing and storing of photos electronically (must be organized and easily accessible by others)
- Forwarding online merchandise sales to studio assistants to prepare for packaging and shipment
- Sales and service, supporting financial transactions through Moneris POS system, assisting shoppers, packing and wrapping of glass and/or purchased handmade glass art items when working the front sales desk
- Regular cleaning of the studio areas-duties required to carry out this job are broken down via the daily task checklist
- Information sharing and orientation of the studio with new staff hires; general inquiries, class and workshop scheduling, bookings, memberships and more
- Assisting in the unpacking of glass and product shipments [not a direct responsibility-when needed for team support/assist]
- Inventory and inventory management [not a direct responsibility-when needed for team support/assist]
- Barcoding and labeling of products [not a direct responsibility- when needed for team support/assist]
- Class, workshops and special event preparation, set –up, check-in and tear down/clean up as required
- Any additional unidentified duties and assignments will either be posted on the white board or given verbal as appropriate
- Assisting other studio staff in cross over support during breaks, staffing shortages and the regular cleaning of the studio areas
- Sales Target Spreadsheet

Qualifications

- **Education level:** post-secondary education in Business, Marketing and/or commerce
- **Experience:** minimum of 1-3 years, new grads welcome to apply
- **Specific skills:** website and social media management (Instagram, FaceBook, Tik Tok), excellent sales & customer service, able to lift at least 50 lbs., and have own form of transportation

Hours of Work: 1.0 FTE (38-40hrs/wk) with varying shifts days, evenings and weekends

Rate of Pay: \$22-25/hr

Classification Title: Business Operations

Posting Date: Aug. 8, 2021

Closing Date: until a suitable candidate is found

Number of Openings: 1

Work Location: 4915-50th Ave Leduc, Alberta

Under the Sun Stained Glass and Glass Art Studio

How to apply: email your resume to Office@underthesun.glass