

Eminence Organic Skin Care Marketing & Public Relations Coordinator

How to Apply

Please send a cover letter and resume to careers@eminenceorganics.com with 'Marketing & PR Coordinator' in the subject line of the email.

For more information on Eminence Organic Skin Care, visit our website www.eminenceorganics.com, Facebook Page www.facebook.com/EminenceOrganicSkinCare and YouTube Page www.youtube.com/user/eminenceorganics.

The Application

Closing Date for applications: 9pm PST Sunday, March 17th, 2019

Competitive Salary, Bonuses, Extended Health Benefits, Wellness Program, Product Discounts and Green Transportation Incentives

Location: West Broadway & Cambie, Vancouver, Canada at Eminence Organic Skin Care's Central Office

Our Products

Eminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Pioneer of the organic skin care movement, Eminence Organics combines more than half a century of herbal craftsmanship and innovation with Hungarian-inspired healing to offer results-oriented treatments. All of our products use only the freshest ingredients known to nature without harming animals or using any harsh chemicals - we pick only premium quality ingredients to craft natural, organic and Biodynamic[®] skin care that is good for the earth and good for the skin. Every ounce of our products receives personal attention throughout production and packaging.

Eminence Organics cares about the environment and integrates sustainable practices into every part of our business including planting a tree for every product that we sell through our [Forests For The Future](#) initiative.

Our Company

Eminence Organic Skin Care is the leading name in the field of Organic Skin Care. Eminence Organics is renowned as the most unique and effective line of natural skin care products on the market today.

Eminence Organic Skin Care has been voted by skin care professionals as "Favorite Skin Care Line" and "Favorite Product Education", both for ten years in a row, as well as "Favorite All-Natural Line" for eight years in a row and is considered #1 for skin care results in the natural & organic spa industry. Additionally, Eminence Organic Skin Care has won multiple ["Best of the Best" readers' choice awards](#) for the best skin care products available, awards that are the most unbiased, prestigious honours given in the industry today.

Eminence Organics has also won multiple Environmental Awards & is a [Certified B Corporation](#)[®], recognizing the sustainable farming & green practices we use to create our products as well as recognizing the progressive people practices we exemplify in supporting our team-members.

Since the arrival of Eminence Organics in North America, our business has experienced tremendous growth in every major market in North America and has created distribution channels in over 60 countries.

Currently with over 300 team-members worldwide and with thousands of dedicated and loyal spa and salon business partners, Eminence Organics has products which touch millions of faces and bodies across North America and throughout the world each year. Our charitable initiatives, including the [Eminence Kids Foundation](#), impact thousands of lives each year.

Our Core Values

Extraordinary Service, Infectious Enthusiasm, Sincere Respect, Supportive Teamplay, Proactive Reliability, Passionate Dedication.

Role Summary

This position provides assistance to the Marketing & Communications Division under the direction of the Public Relations Manager and works to support all members of the Marketing & Communications team for projects related to public relations, Customer (Spa) support, charitable initiatives/giving programs, product launches, tradeshow & events, and overall department operations, coordination and administration. The successful candidate for this role should think of themselves as an ambassador to, and for, the Marketing & Communications team. They will often serve as the first point of contact for internal and external Customers and must be passionate about providing extraordinary service. This is a fantastic opportunity for someone who is growing their experience in Marketing and Public Relations and is looking for a varied position with a dynamic and busy Marketing team within a growing company.

Reporting and Peer Relationships

The Marketing & Public Relations Coordinator reports directly to the Public Relations (PR) Manager and works closely with all members of the Marketing & Communications team.

Roles and Responsibilities

Duties and responsibilities include, but are not limited to:

Tradeshows and Events

- Coordinate the creation of marketing promotional materials for tradeshow including, but not limited to, order forms, brochures, foam core posters, presentations and print advertisements
- Work with the Tradeshow & Events Coordinator to ensure information is up to date on all websites for both Eminence and the Tradeshow Organizers
- Act as liaison between Eminence and tradeshow organizers to ensure all required information is submitted prior to each show
- Attend annual tradeshow review meetings to identify areas of opportunity for our marketing and branding at tradeshow
- Support internal and external events (e.g. New Product Launch Party)

Celebrity/High-Profile Customer Service

- Process product orders for high-profile celebrities and make-up artists
- Maintain the order contact database for celebrities, make-up artists and influencers
- Scan, store, frame and coordinate artwork for the recognition walls at Eminence's Central Office buildings

Editorial and Advertising Support

- Fulfill image requests for media
- Submit advertising deliverables
- Create and maintain the advertising calendar
- Assign work in project management software (*Asana*) to Copywriter(s) and Graphic Designer(s)
- Respond to general public relations inquiries and coordinate product orders for media outlets
- Gather reports, pitches, press releases and editorial placements from Eminence's outsourced PR firm each month
- Fulfill orders for collateral and product for media outlets, bloggers and influencers
- Track incoming requests and decline requests for any off-brand media, influencers or bloggers

Giving Programs

- Track, record and coordinate charitable donations and incoming requests
- Support corporate giving strategy, including on-brand charitable donations
- Support internal fundraising efforts and events
- Decline off-brand donation requests
- Support Eminence Kids Foundation initiatives as needed
- Partner with Eminence's PR Specialist as needed

Customer (Spa) Support

- Work with the Sales teams to complete Creative Briefs to ensure a strategic and effective use of internal resources for new marketing support requests for Customers
- Work with the Creative Services Manager to execute Customer requests for custom marketing materials (print/digital)
- Ensure created materials are disseminated and filed appropriately
- Assign work in Eminence's project management software of choice (*Asana*) to Copywriter(s) and Graphic Designer(s) as needed
- Continue to evolve processes to ensure we are providing the best experience for both internal/external Customers who are requesting marketing materials
- Continue to evolve processes to ensure we are providing efficient solutions with time-to-market in mind

Brand Awards

- Update and maintain award tracking spreadsheets in Excel
- Draft and propose communication plans for awards, and execute once approved
- Organize and file awards-related artwork and support materials

Project Support

- Schedule and support various meetings with internal project teams – this may include chairing meetings as required
- Ensure that the marketing materials available for Customers (Spas) on the Eminence website are current
- Create step-by-step instructions for Supply Chain and Assembly Teams to assemble gift sets where needed
- Source promotional items and marketing material from various vendors (e.g. gift items for Eminence's Annual Business Conference)
- Work with the Marketing Manager, PR Manager and Creative Services Manager to help assign tasks amongst the team-members as needed
- Prepare information for company-wide conference calls with direction from Marketing Project Managers, Marketing Manager, PR Manager and/or Director of Marketing & Communications

Administration

- Create and maintain Standard Operating Procedures for projects and tasks within the Marketing & Communications team
- Maintain library of media placements and product launch materials; both soft copy and hard copy
- Create and update PowerPoint presentations including slides for the quarterly Companywide Conference Call and slides for the Daily Kick-off Meeting and Eminence's Annual Business Conference
- Track and reconcile marketing expenses
- Maintain the electronic folders/filing system for the Marketing & Communications team
- Keep the marketing calendars/agendas up to date as needed
- Update the Marketing Procedures Manual as required
- Assist the PR Manager, Creative Services Manager and Marketing Manager with vacation requests, time-tracking, etc. as required
- Perform other marketing-related duties, including supporting the Digital Experience Team and Product Development Team as assigned

Reporting and Meetings

- Attend and support the weekly Marketing team meeting(s)
- Create, maintain and circulate meeting agendas, notes and action items for above meetings
- Book Public Relations meetings
- Book 1:1 meetings with leader as needed
- Attend and chair other meetings as required
- Attend the Eminence Organic Skin Care Annual Business Conference as required

Performance Expectations

- Exemplify the Eminence Organic Skin Care core values
- Keep commitments and meet deadlines
- Maintain exceptional relationships with all Eminence Organics' Customers, suppliers and partners
- Ensure accuracy of facts, grammar and spelling in all collateral
- Use appropriate business language and tone in all communication
- Arrive on time daily and for scheduled meetings, including Daily Kick Off Meeting at 8AM
- Provide coverage for the Public Relations Specialist as needed (for example, vacation and sick days)
- Be willing to work extra hours during busy periods and when requested
- Respond to internal and external Customer calls and e-mails within 1 business day

Experience Required

- College diploma or degree in Communications, Marketing or related field
- 2-3 years' experience in a Marketing Coordinator or a related role
- Skin care industry experience an asset
- Customer Service experience an asset

Skills Required

- Ability to multitask and demonstrate excellent time management
- Superior detail-orientation
- Impeccable written and spoken English
- Strong proofreading abilities
- Advanced knowledge of Microsoft Office, particularly Outlook, PowerPoint and Excel
- Superior interpersonal skills
- Knowledge of Project Management software such as Asana
- Knowledge of Content Management Systems (CMS), Customer Relationship Management (CRM) tools and other online software (e.g., Survey Monkey, MailChimp) an asset
- Knowledge of design software (e.g., Adobe Illustrator, Photoshop) an asset