

Sales & Marketing Manager

ApexxRadio.com is an online streaming service that provides 24/7 access to music and podcasts in addition to services like event DJ's, event emcees, merchandise and much more. Our main goal is to expand the opportunities for local Canadian hip-hop artists and to further expand the reach of hip-hop music and music made by minorities first in Canada and then beyond our great country's borders. We aim to put a spotlight on the amazing diversity in the music industry which is often neglected by the mainstream media and to give equal opportunity to all musicians and entertainers regardless of their background or affiliations.

We are currently seeking an enthusiastic and dedicated individual to fill our Marketing Coordinator position. Candidates will work with the head Admin/Chief Operations Officer.

Responsibilities:

- Planning and executing the company's marketing strategy
- Contribute information, ideas, and research to develop marketing strategies
- Track sales data and work to meet quotas or sales team goals
- The marketing member will develop and oversee marketing campaigns to promote services
- This role allows you to have creative, analytical, digital, commercial, and administrative responsibilities
- As the Marketing and sales member you will oversee many aspects of a campaign throughout the entire lifespan of a product, service or idea
- You will likely have a great deal of responsibility early on and will be required to manage your time and duties themselves
- Overseeing and developing campaigns
- Analyzing data to identify and define audiences
- Presenting ideas and strategies
- Promotional activities
- Compiling financial and statistical information
- Data analytics
- Monitoring performance ie. Google Analytics

Requirements:

- Highschool diploma
- Team Player
- Excellent communication
- Networking ability
- Adaptability
- Strong attention to detail
- Good organization and planning skills
- Creativity and writing skills
- Commercial awareness

Assets:

- Proven experience in a similar position
- Strong working knowledge of marketing and sales
- Degree in marketing or related field
- Excellent computer skills including Microsoft applications

