

Podolinsky Equipment Ltd. has been proud to support the local community as your John Deere dealer for over 60 years. With the addition of Arctic Cat, Polaris, and a host of other vendors, we are now a one-stop shop for work and play.

Marketing & Events Coordinator

NOC Code: 11202

NOC Title: Marketing Coordinators and Marketing Researchers

TEER Category: 1

Position Title: Marketing & Events Coordinator

Employer: Podolinsky Equipment Ltd.

Location: Petrolia, ON

Reports To: Customer Experience Manager

Position Type: Full-Time, Permanent

Position Summary

The Marketing & Events Coordinator supports the development and execution of marketing initiatives across all departments at Podolinsky Equipment. This entry-level role focuses on creating engaging social media content, assisting with dealership events, and supporting digital marketing activities that enhance our brand presence and customer engagement.

Working closely with the Marketing Manager and departmental teams, the Coordinator will help plan and promote in-store and community events, maintain and update website content, and contribute to advertising campaigns through Google Ads, SEO, and paid social media. The ideal candidate is creative, detail-oriented, and eager to learn, with a passion for connecting with customers and growing their marketing skills in a dynamic dealership environment.

Key Responsibilities

Social Media & Digital Marketing

- Create and schedule engaging social media content across platforms (Facebook, Instagram, TikTok, LinkedIn).
- Capture photos and videos for use in social media, website, and advertising campaigns.
- Monitor social media channels, respond to comments/messages, and engage with followers.

- Assist with paid social campaigns, Google Ads, and SEO initiatives to drive traffic and leads.
- Conduct basic market and competitor research to identify trends, seasonal opportunities, and audience insights.
- Support the Marketing Manager in compiling and analyzing marketing data to inform future strategies.
- Assist in preparing summary reports and presentations on campaign performance and results.

Events & Promotions

- Support planning and execution of dealership events such as open houses, clinics, and community sponsorships.
- Coordinate event logistics, including promotions, signage, displays, and materials.
- Work with internal departments to promote seasonal programs, in-store promotions, and manufacturer events.
- Capture event photos and videos for post-event content and future marketing use.
- Assist in gathering feedback and reporting on event outcomes.

Website & Advertising

- Maintain and update website content to ensure accuracy and brand consistency.
- Upload promotions, news items, and new inventory listings as needed.
- Support online advertising efforts through digital campaigns and banner creation.

General Marketing Support

- Collaborate with department managers to promote key products, services, and offers.
- Assist with the creation of marketing materials such as flyers, signage, and email campaigns.
- Support tracking of marketing budgets and assist with vendor coordination as required.
- Help organize and maintain the marketing asset library (photos, videos, creative files).

Qualifications

- Post-secondary education in Marketing, Communications, Business, or a related field (or equivalent training / work experience).
- Entry-level knowledge of digital marketing tools and strategies (Google Ads, SEO, social media advertising).

- Strong ability to create and edit short-form videos for Social Media use.
- Strong written and visual communication skills, with an eye for creative design and brand consistency.
- Proficiency with social media platforms (Facebook, Instagram, TikTok, LinkedIn).
- Experience with website content management systems (CMS) considered an asset.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Enthusiastic, proactive, and team-oriented attitude with a willingness to learn and grow.