



## Summary

KRD Consulting Group is looking for a post-secondary student for a Marketing and Sales Associate position, to implement our marketing strategy. Your main responsibilities include developing brand assets, conducting market research, producing promotional materials and coordinating sales events such as information sessions.

Our ideal candidate is keen to help us help others. You will conduct market research for a B2B product offering designed for not-for-profit organizations. We are looking for someone who understands organizational decision-making in a B2B context, can suggest creative ways to increase brand awareness and develop buy-in. If you have excellent communication skills, a creative knack and an interest in social-good business, we want to meet you.

## Responsibilities

- Develop an organizational style guide for KRD promotional materials, working from existing assets and taking into account multiple organizational priorities;
- Guided by the marketing plan, develop promotional materials for ABCD (A Better Community Database) including print and digital assets;
- Guided by the marketing plan, develop list of relevant organizations and contact persons in across several geographies.
- Assist in organization and participant recruitment for online and in-person informational events and demonstration sessions.
- Other related responsibilities as necessary

## Skills & Background

- Experience or comfort with market research
- Experience with design and creation of brand assets
- Excellent communication and presentation skills
- Familiarity with Customer Relationship Management software

## Schedule and Wage

This is a summer-student position partially sponsored by the Alberta STEP program. The full-time position starts June 11, 2018. The starting wage range is from \$17/hour to \$20/hour depending on experience.

To apply, please forward your resume and a cover letter to Roman Katsnelson at [roman@hellokrd.net](mailto:roman@hellokrd.net).