



JOB DESCRIPTION Media & Marketing Coordinator

Company: Bullion Management Group Inc.

Region: GTA, Ontario

Corporate Overview: Toronto-based Bullion Management Group Inc. (BMG) is a fast-growing precious metals bullion management company with three distinctive products. BMG manages BMG BullionFund, the world's first open-end mutual fund trust with a fixed investment policy of purchasing equal dollar amounts of gold, silver and platinum bullion, and BMG Gold BullionFund, which purchases gold bullion. Launched in 2008, the BMG BullionBars™ program provides a secure, cost-effective and convenient way for investors to easily buy and store certified, investment-grade Good Delivery gold, silver and platinum bullion. It also offers Monster Boxes of five hundred 1-ounce silver Maple Leaf coins, and 1-ounce gold Maple Leaf coins in tubes of ten or boxes of fifty.

Position: **Media & Marketing Coordinator**
Responsible for coordinating various marketing/PR initiatives with a focus on press releases, arranging media coverage, interviews, web and market presence, public relations support, creation of marketing material, advertising, contests, events/tradeshows and website content. Work closely with senior management and external suppliers. Assist in the planning and implementing of various marketing projects to achieve corporate objectives.

Responsibilities:

- Ensure media exposure by arranging interviews, articles reprints and market presence
- Coordinate local and international broadcast projects
- Coordinate media interview schedules and complete interview logistics.
- Assist in producing product brochures, videos and launching new website.
- Develop relationships with print, broadcast and online media at local, national and international levels
- Draft written materials and articles.
- Ensure daily media monitoring and clipping.
- Maintain media lists and contact databases.
- Provide marketing support services.
- Continuously manage and oversee the websites and execute updates/enhancements.
- Manage and oversee communications with the Sales and Marketing teams regarding the planning, creation and implementation of marketing campaigns and promotions including collateral materials.
- Recommend opportunities for sites and events that maximize market exposure
- Liaise with third party providers
- Be able to perform as a copywriter, designer and artist.
- Develop and implement customer acquisition strategies through online marketing including web, social media, press releases and media exposure in various vehicles.

- Perform other related duties.

Requirements:

- Post Secondary Education (or equivalent work experience)
- Two years media, marketing or public relations experience
- Creative ability to reflect high end products
- Ability to multitask and manage multiple projects
- Ability to work independently and to work collaboratively with staff to create a results driven and team oriented environment
- Strong organization and time management skills (ability to prioritize)
- Strong PC skills that include Microsoft Office, particularly in Excel, PowerPoint
- Experience with Adobe Acrobat Pro, Adobe Photoshop, Adobe InDesign, Infusionsoft or similar CRM
- Proficient in WordPress, Search Engine Optimization (SEO)
- Current knowledge of best practices in social media and multi-media

Personal attributes: Team player, excellent interpersonal skills, excellent written and oral communication, judgement, organized, client focus, accurate, creative, appreciation of luxury products markets, integrity, flexibility.

Application Process: Please forward your cover letter and resume to the attention of:
Yvonne Blaszczyk, Vice President – Human Resources
hr@bmgbullion.com

At time of application, please indicate your level of knowledge in the precious metals market.