



Title: Marketing Coordinator

Location: 292109 Prime Close, Rocky View County, AB. NOT on a bus route.

At Star, our people make the difference. We offer an exciting place to build your career with competitive compensation and benefit packages, company matching RRSP/DPSP program, employee home purchase program and employee discounts.

Job Overview

Reporting to the Manager, Marketing and Communications, as the **Marketing Coordinator** you will assist in the development and coordination of marketing strategies for the business unit and ensure compliance with branding strategies. You also provide expertise and utilize marketing intelligence to facilitate management decision making.

Your day-to-day responsibilities will include:

- Assisting in the development and coordination of marketing programs and advertising campaigns. Measuring the effectiveness of marketing initiatives or promotional efforts.
- Performing regular website and software audits to ensure accuracy. Handling website management and updates as necessary.
- Coordinating digital marketing presence, content marketing schedule, engagement, monitoring, reporting and creation of email campaigns.
- Maintaining inventory of marketing supplies and coordinating the preparation, review, production, print and distribution of marketing collateral.
- Collaborating with agencies to develop and implement marketing strategies and advertising plans for the business unit in accordance with the prescribed budgets and advertising analytics.
- Preparing project-specific and annual marketing budgets for approval.
- Conducting site visits to ensure signage, exhibits and overall site appearance meets requirements.
- Gathering, processing and utilizing market intelligence to facilitate decision making, planning and growth opportunities. Preparing various reports for management's review as required.
- Analyzing lead registration in CRM databases to profile type and quantity of prospects to determine conversion and advancement rates.
- Assisting in the development of project positioning and branding strategies for each new project launch. Promoting consistency in the application of corporate and divisional branding standards.
- Planning and coordinating project/special events, including onsite event management.

As our ideal candidate, you are...

- A strong communicator; you clearly express your thoughts in conversation and in written communication.
- An active listener; you seek to understand and listen to others in a non-judgmental way.
- Mindful; you respect diversity and deal with sensitive situations using high degree of integrity.
- Excellent service oriented; you handle relations with customers, internal and external parties with tact and diplomacy.
- A creative problem solver; you think outside the box for solutions without fear of failure.

Essential Requirements

- Bachelor's Degree or Diploma in Marketing, Communications, or equivalent.
- Minimum 1 year of marketing related experience.

- Valid driver's licence and access to a reliable vehicle.
- Satisfactory verification of criminal record check.
- Proficient in Microsoft Office programs (Outlook, Word, Excel, Teams, SharePoint and PowerPoint).
- Comfortable using Content Management Systems (HubSpot, Sitefinity), Adobe Creative Suite (Illustrator, InDesign, Photoshop), Social Media channels (Twitter, Instagram, and Facebook), and CRM system or similar.

Preferred Qualifications

- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics is preferred.

What We Value

- Creating trusting and successful working relationships.
- Setting clear, measurable and achievable goals.
- Cooperating with team members in an open, positive and respectful manner.
- Staying current with technical job skills.
- Taking responsibility for the outcomes of decisions and actions.

Work Conditions

You primarily work in an office setting during regular business hours. Travel to sites and work outside of regular business hours may be required. Overtime may occasionally be required.

About Us

At Star, we offer an exciting place to build your career. Star Building Materials has a reputation as leading Roof Truss and Engineered Wood specialists within the industry, built on workmanship and innovative approach to design solutions.

With over 40 years of experience operating from a modern 22,000 square foot production facility supplying roof trusses, open web floor trusses and engineered wood products for use on residential, multi-family, commercial and agricultural buildings. To learn more, click [here](#).

Qualico welcomes applications from people with disabilities. Accommodations are available upon request during the assessment and selection process.

Candidates being considered will be contacted. We thank you for your interest. Join our [Talent Community](#) to stay up to date on job opportunities and to find out why we have the best reason to come to work every day.

Closing date: November 18, 2025

[Apply Here](#)