



Title	Brand Marketing Coordinator
Role Type	Permanent, Full-Time
Reports to	Marketing Manager

About Gryd

Gryd is one of Canada's fastest growing property tech startups! We are a Canadian-born start-up committed to driving proptech forward. We develop and deploy innovative tech solutions for properties and their tenants nation-wide.

Built by a team of innovators who grew tired of the industry's outdated, cumbersome systems, our passion at Gryd is fuelled by the positive impact of our solutions across portfolios nationwide.

Learn more about us at www.gryd.com

Role Brief

If you are a motivated self-starter who is looking to work autonomously in a startup team environment, this could be the role for you.

We are looking for a talented marketer to own our content marketing strategy and implementation to help us build an iconic Canadian tech brand, GrydPark. The ideal candidate would consider themselves a relational rockstar, visual storyteller, timely tweeter, grammar guru and punctuation perfectionist.

As the Brand Marketing Coordinator, you will have a strong focus on visual and written content creation, brand building, and ongoing optimization of our B2C funnel. You will be responsible for creating and executing content plans across organic and paid channels, testing and analyzing the performance of creative, and delivering engaging sales and tradeshow material for our sales and product teams.

Not only will you have the opportunity to create, manage and own brand content, the successful candidate will be joining a small-yet-mighty team with high potential for career growth. Strong performance and ambition will create opportunities to lead large-scale strategic marketing initiatives.

Responsibilities

- Own GrydPark's brand equity and be responsible for maintaining and building brand strength in consumers minds through creating and implementing strategies across organic + paid channels, and engaging with customers.
- Manage organic social media and external communications by strategizing, designing and scheduling high-value written and visual content, including website content, blogs, signs, and handouts.
- Work collaboratively to develop marketing and event collateral for various departments and activities, including writing and basic graphic design.
- Support the strategic planning, creation, implementation of email marketing campaigns to engage, nurture, and convert prospects.
- Manage content performance and create reports on key performance metrics; effectively communicating performance wins, challenges and learnings.
- Support and assist with other marketing initiatives as required.

This job is for you if you:

- Have 2+ years of relevant marketing experience (bonus points if it's been in a startup).
- Have experience in creating, developing and implementing engaging written and visual marketing materials.
- High level of familiarity with digital + social media spaces, with working knowledge of channels and effective strategies.
- Able to make data-driven decisions, including an aptitude for strategic thinking and delivering creative solutions.
- Able to take on brand voice in producing content that resonates with our target audience.
- Thrive in a startup environment where all team members are agile and ongoing re-prioritization is required.
- Are a quick learner with a strong ability to work independently, strong time management skills, and relentless attention to detail.

How to Apply










What are you waiting for?! Apply today by sending your [resume](#), [salary expectations](#), and [4 bullet points](#) on how your experience aligns with the role's responsibilities to careers@gryd.com.

Why Gryd?

As a fast-growing start-up, we bring an exciting energy to the office (or slack channel) every day. We have a lot to do, so you will be making meaningful contributions as soon as you start with us. We are growing rapidly, which means there are a lot of opportunities to grow.

We have a collaborative, team-first culture where we tackle challenges and celebrate wins together. We have a flexible, fun and casual environment where we focus on results - no micromanaging or stuffy corporate environment here. Plus, you'll get to spend your days with some pretty great people.

Some benefits include:

- Comprehensive extended healthcare benefits including dental and vision, life, disability and AD&D insurance 
- Paid vacation, sick leave and personal days 
- Holiday office closure 
- Corporate wellness program 
- Flexible hours 
- Remote work (optional) 
- Casual dress 
- Fun company events 
- Bring your dog to work 

Our Core Values



Forward Thinking We operate with a growth mindset and are always looking for opportunities to take the next step forward.



Collaborative We tackle challenges and celebrate wins together as a team, all egos are checked at the door.

 **Give a Shit** 

what it takes to get there.

We all want to be here, believe in what we are building and will do

 **Have Fun** 

seriously and enjoy our time together.

We are here for more than the bread, we don't take ourselves too

 **Embody Integrity** 

everyone and the work we do.

We always do what is right and are proud of the way we treat