



Dovre Specialty Foods is an importer and distributor of award-winning specialty food brands from across Canada and around the world. We're committed to delivering on-trend, premium-quality products and exceptional customer service. Our team operates in a collaborative, family-like environment. We value teamwork, accountability, professionalism, and fun, while supporting a healthy work-life balance and opportunities for personal growth.

While we work hard, we also acknowledge the need for work-life balance by providing a flexible and social environment. Our employees enjoy:

- Comprehensive Medical and Dental Benefits
- Hybrid working (1-2 office days per week)
- Awesome company culture
- Quarterly food allowance
- Opportunities for career development
- Profit sharing

SCHEDULE: Monday – Friday

HOURS: 8AM – 4PM

START DATE: Immediately

ABOUT THE ROLE

We're seeking a highly motivated person to fill our newly created Digital Marketing Coordinator role. You will create and execute digital content to support product launches, seasonal campaigns, promotions and storytelling for Dovre and our CPG house brand, The Mainstays. You'll help drive engagement across email, social media, website, and app ensuring campaigns are visually consistent, results-driven, and on-brand. You'll work closely with the Marketing Manager, Marketing Administrator and cross-functional teams, including Sales, Brand Managers, and Leadership, to bring campaigns, events, and product launches to life.

CORE RESPONSIBILITIES:

- Plan and manage monthly social media content calendars for Dovre and The Mainstays.
- Create engaging digital content, including photos, reels, stories, newsletters and recipes.
- Support DovreCart app adoption, aligning with monthly promotions, and app exclusive campaigns.
- Create DovreCart promo banners, update product image and item descriptions.
- Maintain digital photo library, update Dovre & The Mainstays websites and ensure online assets are current.
- Support marketing initiatives through strategic digital campaigns that drive growth and engagement.
- Manage daily social media activities, including scheduling posts and responding to comments and messages.
- Monitor brand mentions, social trends, and community engagement to identify growth opportunities.
- Build The Mainstays brand awareness through influencer collaborations and giveaways.
- Track performance metrics, providing monthly reports and insights to optimize campaigns.
- Capture and share live content from trade shows and staff events.

QUALIFICATIONS:

Post-secondary education in Marketing, Communications, or a related field.

1–2 years of experience in social media, digital marketing, or content creation.

Strong interest in food and CPG brands.

Experience using Instagram, TikTok, LinkedIn, and Facebook.

Familiarity with Canva, Adobe Creative Suite, MailChimp, and a basic understanding of CMS platforms.

Comfortable capturing photo and video content using a smartphone or camera.

Strong communication, creativity, and organizational skills.

Ability to manage multiple projects and deadlines in a fast-paced environment.

Only candidates selected for interviews will be contacted.