



**NOW HIRING  
CAREERS AT AKA**

# MARKETING COORDINATOR

Employment: Full Time | Reports To: Marketing Manager | Location: AKA Cove Office, Halifax

## ABOUT THE ROLE

The Marketing Coordinator supports the execution of marketing initiatives, campaigns, and communications for AKA Energy Systems. This role assists in coordinating marketing activities, managing content, and supporting sales and business development efforts.

The Marketing Coordinator works closely with marketing, sales, and technical teams to help promote AKA's products and services, including battery energy storage systems (BESS), power conversion systems, grid-connected solutions, E-houses, and substations.

### PRIMARY RESPONSIBILITIES MARKETING CAMPAIGNS & EXECUTION

- Assist in the development and execution of marketing plans and campaigns.
- Coordinate marketing initiatives from concept through execution and performance tracking.
- Support product launches, service promotions, and brand initiatives.
- Collaborate with Business Development on strategic marketing activities.

### CONTENT DEVELOPMENT & DIGITAL MARKETING

- Create, edit, and coordinate content for digital platforms including website, email campaigns, and social media.
- Support development of marketing materials such as brochures, presentations, case studies, and promotional content.
- Work with technical teams to translate complex concepts into clear, engaging content.
- Ensure consistency in messaging, tone, and brand across all channels.

### WEBSITE, SEO & ANALYTICS

- Support website updates, content management, and optimization.
- Assist with SEO initiatives and digital marketing best practices.

- Monitor campaign and digital performance using analytics tools.

- Prepare reports on campaign effectiveness and engagement metrics.

### EVENT & COMMUNITY ENGAGEMENT

- Assist in planning and coordinating trade shows, events, and promotional activities.
- Support logistics, materials preparation, and event execution.
- Participate in community engagement and brand awareness initiatives.
- Conduct post-event follow-up and reporting.

### MARKET RESEARCH & COMPETITIVE ANALYSIS

- Conduct market research and competitor analysis.
- Support identification of trends, opportunities, and target audiences.
- Provide insights to support strategic marketing decisions.

### COLLABORATION & STAKEHOLDER COORDINATION

- Collaborate with internal departments to gather content and promote initiatives.
- Liaise with external vendors, designers, agencies, and partners.
- Support alignment between marketing, sales, and technical teams.

### ADMINISTRATIVE & PROJECT COORDINATION

- Maintain marketing calendars, schedules, and project timelines.
- Organize and manage marketing assets, templates, and documentation.
- Support budget tracking and marketing-related administrative tasks.
- Assist with CRM updates and lead tracking where applicable.

### BRANDING & QUALITY CONTROL

- Ensure all materials align with company branding and visual identity standards.
- Review content for accuracy, quality, and consistency.
- Support maintenance and updates of brand guidelines.

### CONTINUOUS IMPROVEMENT

- Identify opportunities to improve marketing processes and efficiency.
- Stay current with marketing trends, tools, and best practices.
- Contribute to ongoing improvement of marketing strategies and execution.



**HEADQUARTERS**  
PO Box 577  
23 Brook Street  
Montague, PE  
Canada COA 1R0

**LOCATIONS**  
North America - Canada  
Asia - Singapore  
Europe - MAN Partnership

**CAREERS INFO**  
[www.aka-group.com/careers/career-search/](http://www.aka-group.com/careers/career-search/)  
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## KEY REQUIREMENTS EDUCATION AND EXPERIENCE

- Degree in Marketing, Communications, Business Administration, or related field, or equivalent experience.
- 1–3 years of experience in a marketing, communications, or coordination role (internships considered).
- Experience supporting marketing campaigns or projects in a professional environment.
- Experience in B2B, industrial, or technical environments considered an asset.
- Familiarity with digital marketing platforms, SEO, and content management systems considered an asset.

## TECHNICAL SKILLS

- Proficiency in Microsoft 365 (Word, Excel, PowerPoint, Teams).
- Familiarity with marketing tools (email platforms, CRM systems, analytics tools).
- Experience with content management systems (CMS).
- Basic design skills (e.g., Adobe Creative Suite or Canva) considered an asset.
- Familiarity with LML's considered an asset.

## KNOWLEDGE AND SKILLS

- Understanding of marketing principles, branding, and audience engagement strategies.
- Knowledge of social media management and digital marketing practices.
- Strong organizational and project coordination skills.
- Ability to manage multiple deadlines and priorities.
- Analytical mindset with strong attention to detail and accuracy.
- Creative thinking and problem-solving abilities.

## COMMUNICATION

- Excellent written and verbal communication skills.
- Strong editing and proofreading abilities.
- Ability to collaborate effectively with cross-functional teams and external partners.
- Professional interpersonal skills with the ability to build strong working relationships.
- Ability to adapt communication style to different audiences and platforms.
- Fluency in multiple languages considered an asset.

## CORE COMPETENCIES

- Organization & Planning.
- Communication & Collaboration.
- Attention to Detail.
- Creativity & Initiative.
- Accountability & Ownership.
- Continuous Improvement.

## WORK ENVIRONMENT

- Office-based with collaboration across marketing, sales, and technical teams.
- Fast-paced environment with multiple concurrent projects.
- Occasional support for events, trade shows, and company initiatives.



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