

**Sales and Marketing Coordinator**  
**Position: Part time (15 hours),**  
**Term: until December 2019 with possibility of extension**

Canadian Muslim Women's Institute seeks a goal-driven, mission-aligned individual to expand the sales at The Cutting Edge Quality Designs and Manufacturing. The Cutting Edge is a quality focused sewing manufacturing facility in Winnipeg. As a program of the 'Canadian Muslim Women's Institute' (CMWI), The Cutting Edge is a professionally-managed social enterprise. Our internationally experienced team works collaboratively to custom design and sew textile products to the highest quality assurance standards.

The role of the Sales and Marketing Specialist is to market products and services to enable sustainability of the social enterprise so that it may meet its goal of enabling newcomers to find employment.

The Sales and Marketing Specialist reports to the COO of CMWI and works alongside the Operations Director of the Social Enterprise.

### **Qualifications and Attributes**

The successful candidate will have:

- A degree or diploma in business administration/marketing/advertising
- Demonstrated appreciation of design trends in accessories, apparel, and other sewn fabric goods
- Demonstrated experience with social media campaigns and website management
- Demonstrated client management and satisfaction skills
- Strong negotiation skills and in-depth knowledge of retail and wholesale costing structures
- Excellent oral and written communications skills
- Demonstrated innovative entrepreneurial/start-up skills
- The ability to thrive in a developing new business

## Key Responsibilities

### Sales and Client Retention

- Devise sales strategy, identify potential customers, market products created, meet regularly with potential clients, research and quote costs to the client, invoice clients, and take care of sales through the tracking tool
- Continue to develop client pipeline and establish sales relationships to generate contracts

### Strategic Marketing Planning

- Participate in the finalization of the branding process
- Perform trend analysis to identify soft good products to manufacture and sell and communicate with the Operations Director and sample team
- Create a sales and marketing plan including:
  - sales and forecasting by product type
  - social media strategy, audience, messaging, and timing
  - refining existing legal documents and acquire permission from clients to use images of their products in social media
- Create social media content and seek approval prior to posting for all platforms

The Cutting Edge is rapidly growing and the job description will undergo periodic review and is subject to change. Other duties may be assigned according to business needs.

## Benefits

- Gain industry experience while working with a dynamic, experienced and mission-driven team.
- Access to observe all processes in a “Made in Canada” factory.

## How to apply

- This position is for a fixed-term contract until December 2019.
- Applicants for this position can email their resume and specific cover letter to [office@cmwi.ca](mailto:office@cmwi.ca)
- Applicants emailing should mention “Sales and Marketing” in the subject line of the email.
- Applications to include the contact information for three (3) references.
- We thank all applicants for their time in applying, however, only short-listed candidates will be contacted.