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FULL TIME JOB OPPORTUNITY

Posted on September 2, 2025

Job Location: Caissie Cape, New Brunswick

Job Expires: 2026-03-01

Salary: 30.83

Hours Per Week: 30-40

Job Title: Marketing Coordinator

Employer: Higho Market Ltée-Ltd

Location: Caissie Cape, New Brunswick

Wage: \$30.83 per hour, 30-40 hours per week (Minimum 30 Guaranteed)

Employment Type: Full-time, Permanent

About Higho Market

Higho Market is a community-based convenience and fuel centre offering a wide range of products and services, including grocery, takeout food, car wash, propane exchange, and lottery. We are focused on improving the customer experience and promoting our growing range of products and services through effective local and digital marketing strategies.

Position Overview

We are seeking a motivated Marketing Coordinator to lead the planning, coordination, and execution of marketing and promotional initiatives across all divisions of the business. The ideal candidate will have strong knowledge of digital marketing tools, local promotions, and customer engagement strategies suited for retail and service-based operations.

Key Responsibilities

Develop and implement marketing strategies to promote in-store sales, fuel services, food counter specials, and seasonal promotions.

Create and manage marketing content for digital platforms including the company website, Google Business, and social media pages.

Coordinate the design and distribution of flyers, posters, newsletters, and in-store promotional material. Conduct market research and customer feedback analysis to identify new promotional opportunities and product trends.

Collaborate with suppliers and local vendors to organize joint marketing campaigns and community engagement events.



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Monitor online reviews, respond to customer inquiries, and maintain positive brand visibility.
Prepare marketing reports, track advertising performance, and present recommendations for growth.
Manage budgets for promotional campaigns and ensure compliance with corporate and regional advertising standards.

Qualifications

College diploma

1-2 years of experience

How to Apply

Please send your resume and cover letter to jobs.higho@gmail.com

Only candidates authorized to work in Canada will be considered.

