

Positioning Maps

Chart Your Path to a Meaningful Career

Competitive positioning is how you differentiate yourself from other job candidates and create value for your employer. It's about how you carve out a niche in the marketplace. These customized guides, by position title, help you achieve this.

December 2023

Your Guide to Becoming a Marketing Coordinator

Are you interested in becoming a Marketing Coordinator when you graduate? Many graduates of TRSM are interested in this field and are currently working as a Marketing Coordinator within many different industries.

This **Positioning Map** identifies the programs you can participate in at TRSM, to help you develop a specific and relevant skill set that will make you more competitive when applying to full-time MC roles.

STEP 1 - Understand the Skills Expected of a Marketing Coordinator

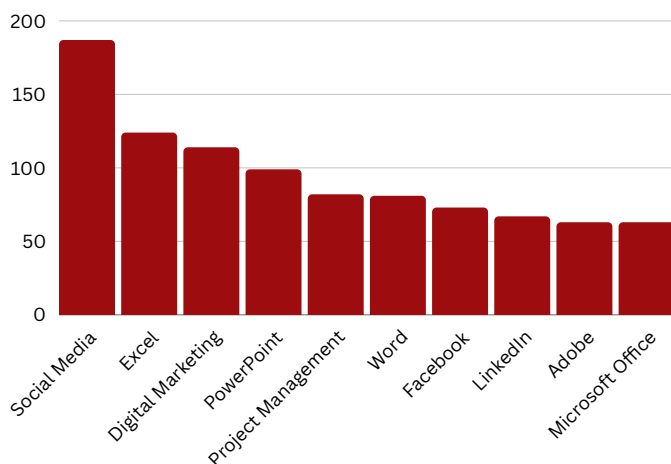
We analyzed 331 job postings in our job portal, for *Marketing Coordinator* roles, for the period September 2017 to November 2023, and identified the top most cited technical and professional skills across these job descriptions.

Highlighted below are the skills employers are seeking when recruiting for this role.

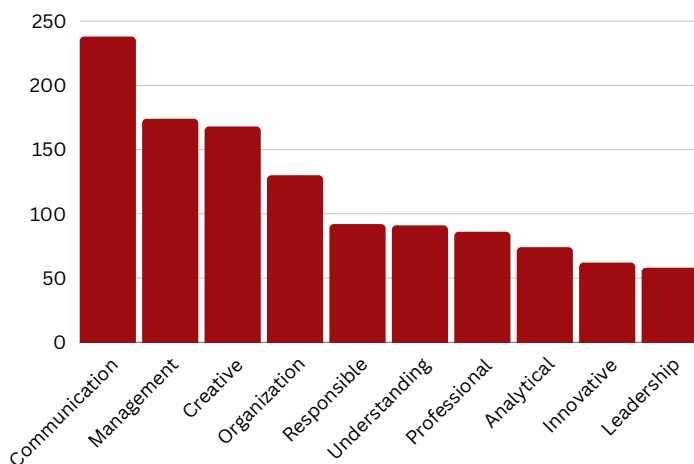
Note the importance of understanding Social Media, Excel, PowerPoint, and Project Management, in addition to the ability to communicate and effectively management.



Top 10 Technical Skills for Marketing Coordinator



Top 10 Professional Skills for Marketing Coordinator



STEP 2 - Learn About the Programs That Align With These Skills

Program	
<input checked="" type="checkbox"/>	Register for Bootcamps: Excel, Microsoft Certification, SEO and Analytics, Social Media Marketing, Tableau
<input checked="" type="checkbox"/>	Attend Prep Program: Project Management
<input checked="" type="checkbox"/>	Join Student Groups: Ted Rogers Marketing Association (TRMA) , TRACE , TRSM Student Groups , TMU Student Groups
<input checked="" type="checkbox"/>	Participate in Case Competitions/Conferences: TRACE , Leadership Development , Met Marketing Conference
<input checked="" type="checkbox"/>	Ted Rogers Co-op: If you are a Marketing student, you apply to the Co-op program at the end of your 2nd year, by June 1st (BTM, ENT, HTM, RET, and SAF students also apply at the end of 1st year; all other BM majors program apply at the end of 2nd year)
<input checked="" type="checkbox"/>	Hub Insights reports: Marketing Coordinator Position Descriptions , What Can I Do with My Marketing Major? , Day in the Life: Campaign Lead , Day in the Life: Digital Marketing Specialist

Employers Also Assess Your Professional Skills

Communication Skills

Both written and verbal communication are important as a Marketing Coordinator. Writing engaging posts, comments, replies and communicating with your team and/or clients will be core tasks.



Creativity

Marketing Coordinators need to be able to think outside-the-box and get creative to gain their audience's attention. Creative thinking also allows them to come up with innovative and original campaign ideas during their brainstorming sessions.



Organizational Skills

Marketing Coordinators often handle multiple projects simultaneously, requiring strong organization skills. It's important that campaign schedules and deadlines are followed and that they are prioritizing tasks leading up to campaign deadlines.



Management Skills

Strong management skills are required to efficiently oversee projects, coordinate teams, and ensure the successful execution of marketing campaigns.



Professional Skills

Marketing Coordinators require professional skills to effectively communicate, collaborate, and represent the company's brand, fostering positive relationships with clients, partners, and colleagues.



Analytical Skills

Analyzing and interpreting various key performance indicators (KPIs) is an important aspect of a Marketing Coordinator's role to ensure the effectiveness of marketing strategies. Analytical skills are essential for identifying trends and providing valuable insights.

STEP 3 - Prepare for the Interview

Typical Interview Questions for a Marketing Coordinator Role

Here are some examples of behavioural questions, paired with answers to guide you when preparing for your next interview. Keep in mind interview questions can vary depending on the industry and level of the role.



Tip#1 Interviewers want to understand how you respond to feedback and embrace new trends or technologies. If you don't have a marketing example, you can use an example of another task or process that you had to adapt.

Tell me about a time when you had to adapt to changes in your social media strategy or content due to feedback or emerging trends. What was the result?

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In my previous role as a Marketing Intern at Sephora, I faced a challenge when our campaign, targeting a younger audience with specific content, underperformed. To address this, I analyzed audience feedback and identified a preference for shorter, visually engaging content, as well as a trending challenge on a popular platform. I presented my findings to the team, and we pivoted our strategy to create short, visually appealing videos aligned with the emerging trend. We actively engaged with our audience, and as a result, our engagement metrics significantly improved, achieving our campaign objectives.

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Tip#2 The interviewer wants to make sure you have the strategies in place to manage your time, regardless of what type of situation or task you are handling. Make sure you talk about multiple strategies you use and how they help you succeed.

Can you describe a situation where you had to balance multiple tasks or projects simultaneously? How did you prioritize and manage your time?



Balancing multiple tasks was a regular part of my previous role as an administrative assistant. One notable example was when I had to manage a variety of responsibilities, including handling phone calls, scheduling appointments, and coordinating office supplies, all while ensuring that important documents and reports were prepared and delivered on time. To effectively prioritize and manage my time, I created a to-do list at the beginning of each day, listing tasks by their urgency and importance. I also used Google Calendar to maintain an organized calendar, which helped me allocate time for each task. By adopting these strategies, I successfully balanced and executed multiple tasks efficiently.



Tip#3 This question provides insight into the candidate's creativity, strategic thinking, and their ability to employ data-driven approaches. Try to provide a diverse range of methods used to inform your strategy decision.

Tell me about a time when you had to target a specific audience or demographic in your marketing efforts. What strategies did you use?



Most recently, in my role as a Marketing Intern, I was tasked to target a younger demographic. To engage this audience, I conducted market research and developed buyer personas to understand their preferences. I leveraged social media platforms such as Instagram and TikTok, where our target demographic was active, to maximize our reach. These efforts led to a substantial increase in engagement and strong interest from our target demographic.



Tip#4 Marketing Coordinators need to have strong communication skills to reach common KPI goals. Try to indicate the strategies you use when communicating in groups and ensure your answer is result-driven.

Tell me about a time when you had to work with a diverse group of people to achieve a common goal. How did you communicate, and what was the outcome?



While part of the student group, TRMA, I worked with a diverse team of 10 people to organize a charity event for our community. Effective communication was crucial to ensure everyone was aligned and motivated. We held regular team meetings, where we openly discussed individual contributions and ideas. By maintaining clear communication throughout the project, we successfully organized a memorable charity event that exceeded our fundraising goals. This experience emphasized the significance of effective communication in reaching common objectives.



In-Depth Questions

Interview questions can vary depending on the industry and the level of the role, but we have gathered some commonly asked questions for students interviewing for a *Marketing Coordinator* role.



How do you develop and track the success of a **marketing campaign**?

What **marketing channels** do you have experience with?



What is your favourite piece of recent **content**?



How do you measure **lead quality**?

What is a **customer trend** that is happening in our industry right now?



How do you decide on a marketing channel to use for a **target audience**?



What is the biggest obstacle you have encountered on a campaign, and how did you overcome it?



How would you **coordinate** a complex marketing campaign?



Quick Tip!

- Use the STAR method to answer behavioural questions based on your own experiences to showcase your knowledge and capabilities. Review the [Behavioural Interviews Hub Insights Report](#)
- Remember to tailor your responses to your own experiences and the specific company you're interviewing with.

STEP 4 - Update LinkedIn and Resume - and Apply

Now that you have better positioned yourself for this role, make sure to update your LinkedIn profile, your Resume and Cover Letter to reflect how aligned you now are with this type of role.

Check out these Hub Insights resources for best practices on doing just this!

1. [LinkedIn](#)
2. [Resumes, and Cover Letters](#)
3. [Interview Tips: Behavioral Interviews, Behavioural Interviews In-depth](#)

Employers Hiring Marketing Coordinators



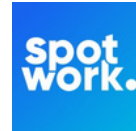
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Meet a TRSM Alumni



Marketing Lead,
Digital Media Zone,
TMU

HUMZA JAVED

“ Humza is a TRSM Marketing Management Alumni, currently working at the DMZ as a Marketing Lead. Beginning as an E-commerce Marketing Coordinator at Black and Decker for his first co-op work-term, he later transitioned into a Communications Strategist role at Liberty. With an inherent entrepreneurial spirit and having developed the necessary marketing skills, Humza then started and successfully sold his own company - PRIZM Foods. As a co-founder, he led all marketing efforts, expanding the company from solely e-commerce to 500 retail locations through organic social content and curating digital marketing strategies. Now, working at the DMZ as a Marketing Lead, he works with start-ups and small businesses and is focused on creation and content innovation through story-telling.

Humza recommends that students breaking into the marketing industry should maximize their experience by showcasing creativity in all aspects, including side hustles and artistic content. Build a professional portfolio highlighting diverse achievements, understanding that every activity contributes to your marketing expertise, whether it's a tweet, video, or other endeavors. Don't settle; persist in finding roles aligned with your interests. Avoid being discouraged by initial experiences – marketing is broad, so explore different sectors to gain a diverse skill set.

Humza suggests that success as a Marketing Coordinator requires a mindset shift from perfectionism to continuous learning. Avoiding excessive stress and recognizing that mistakes are part of the journey. Focus on incremental learning, adapting to each role, and acquiring new skills. Embrace mistakes as opportunities for growth, like turning errors into skill acquisition. Prioritize relationship-building and practice networking in the dynamic marketing field.

Learn More for Free



BrainStation

BrainStation offers [Career guides](#) for various professions, including Digital Marketer. It covers skills, tools, certificates, portfolio creation tips, and more.



Canva Learn

Canva is a popular Marketing tool. While it's typically used for creating marketing documents, it also offers a ['Learn'](#) section, including Marketing and design blogs, design school, events, as well as a support center to learn Canva tools.



Wix Learn

Wix is a free website and portfolio creation platform. It offers ['Wix Learn'](#), including 120 tutorial videos on how to properly create and enhance these tools.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming events.

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current Bootcamps.](#)

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



Career Consultant Contributor

Hannah Voore

Hannah, a Career Consultant with a focus on Marketing Management, brings four years of experience from the IT and Recruitment industries. As a former Academic Trainer specializing in professional skills and project management, she is committed to equipping TRSM students with the necessary tools to achieve their career goals.



Student Contributor

Katie Doan

Katie, a Global Management Studies student, was a Project Coordinator for Hub Insights during her 4th Co-op work term. As an active student leader, she supports several initiatives including AIESEC and Fit For Business, where she was a Mentor for 1st Year Students. Her career aspirations encompass Project Management, Supply Chain, and Logistics Management.