

Marketing Specialist (Full Time)

A dynamic marketing professional who will be coordinating major marketing campaigns and helping to create content related to the programs launching. The ideal candidate will be a detail oriented, creative, and organized individual with a broad understanding of general marketing tools and tactics. This role is a full-time position located at our corporate headquarters in Markham, ON.

Responsibilities:

- Project managing and coordinating main marketing programs, such as webinars, outreach campaigns, direct mailers, targeted LinkedIn posts, and other
- Creating content for campaigns, events and other marketing materials; working with a copywriter when needed
- Analyze effectiveness of a/b testing to inform copywriting and landing page strategies
- Contribute to the development of marketing videos including storyboards, scripts, interviews using Camtasia video tool
- Analyzing campaigns and collecting other marketing data; preparing marketing monthly scorecard
- Supporting marketing team with customer conference initiatives
- Managing administrative duties, such as managing contact lists for campaigns, preparing printing projects and campaign packages, and ordering promotional goods related to campaigns
- Liaising with other internal departments and executives to identify and produce their communications priorities and deliverables

Requirements:

- University/college degree; with a marketing or communications focus.
- At least 3-5 years of experience in similar role.
- Proficient writing and proofreading capabilities
- Multitasking and time management skills with great attention to detail
- Experience with webinar coordination and basic CRM is an asset
- Experience with automation systems such as Marketo or Pardot would be an asset.
- Proficient in Outlook, Microsoft Office
- Excellent verbal and written communication skills
- Strong project management skills
- Self-motivated team player, willing to take initiative