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Marketing Specialist

Description ABOUT THE JOB

Our client in Mississauga, in the manufacturing industry, is looking for a skilled Marketing Specialist to join their team. This role will have varied functions and does provide an opportunity for advancement. If you are interested, please apply now.

YOUR RESPONSIBILITIES

- Evaluate and develop marketing strategies and marketing plans
- Plan, direct and coordinate marketing efforts
- Communicate marketing plans with the internal team
- Develop promotions with advertising materials
- Understand and respect budgets, including expenditures
- Develop and manage advertising campaigns
- Build brand awareness and positioning
- Support sales and lead generation efforts
- Coordinate marketing projects from start to finish
- Organize company trade shows and major events
- Oversee social media marketing strategies and content marketing including (Facebook, company website, LinkedIn and Twitter)

OUR OFFER

- Salary: \$68,000 – \$70,000 annually
- Benefits after 3 months
- 2 weeks paid vacation
- Schedule – Monday to Friday
- Day Shift from 8 am – 4:30 PM

OUR REQUIREMENTS

- Minimum of 5 years of experience
- Bachelor's degree in business, marketing, communications or a related field
- Experience in marketing and running a marketing team
- Proven marketing campaign experience
- Effective time management skills and the ability to multi-task
- Strong copy writing skills
- Attention to detail
- Proven ability to manage budgets
- Professional and proactive work ethic
- Excellent interpersonal, written and spoken communication skills
- Experience with digital marketing forms such as social media marketing and content marketing
- Competency in Microsoft applications including Word, Excel, and Outlook

Hiring organization

INTS Consulting

Job Location

Mississauga, ON

Base Salary

\$ 68000 - \$ 70000

Date posted

2023 5 16

