



<https://intscanada.com/job/marketing-specialist/>

## Marketing Specialist

### Description

### Benefits

Pulled from the full job description

- Dental care
- Paid time off

### Hiring organization

INTS Consulting

### Date posted

2023-07-31

GBC Facility Services is seeking an experienced Marketing Specialist with graphic design experience to perform various functions in ensuring effective coordination and execution of print and digital marketing strategies. This is a remote work-at-home position and requires candidates to be dependable, collaborative, and responsive.

### Essential Duties and Responsibilities:

- Create and design various materials for print and digital collateral.
- Collaborate and communicate effectively with internal and external stakeholders, (including licensed insurance agents and third-party vendors) throughout the project life cycle.
- Ensure projects are completed with high quality and on schedule.
- Establish creative direction for the company as well as brand guidelines.
- Prioritize and manage multiple projects within design specifications and budget restrictions.
- Perform retouching and manipulation of images.
- Work with a wide range of media and use graphic design software.
- Stays updated on digital trends and recommendations for greater engagements and new opportunities.
- Design, implement, track, and test email marketing campaigns.

### Required Qualifications

- Associates Degree in graphic design, marketing, communications, or related field
- Minimum of 1 to 3 years of experience in graphic design, content marketing, communications, or related field.

- Demonstrated ability to meet deadlines and implement targeted, or market-driven projects/campaigns.
- Demonstrate a thorough understanding of lead generation and content marketing.
- Strong verbal and written communication skills.
- Attention to detail, exceptional planning, and organizational skills.
- Experience working with copywriters, graphic designers, print and email vendors.
- End-to-end campaign/communication management (strategy to execution to reporting).
- Self-starter with the ability to find solutions for unstructured problems.
- Experience in a results-oriented marketing and communications environment.

Job Types: Full-time, Part-time

Salary: \$35,000.00-\$45,000.00 per year

Benefits:

- Dental care
- Paid time off

Work Location: In person