



A little bit about us

Virox® Technologies Inc. is a leading research and manufacturing company, dedicated to arming the entire spectrum of global markets with state-of-the-art, patented, Accelerated Hydrogen Peroxide® (AHP) disinfectant technology.

We are constantly seeking new ways to transform ourselves and our role in disinfection, and are currently on the lookout for a Digital Marketing Specialist that shares our passion for safety, sustainability, biosecurity, infection control, and education. If you're a self-starter that values teamwork, thinks outside the box, and wants to join the fight against pathogens like COVID-19, keep reading. This could be a great partnership for both of us.

The Digital Marketing Specialist

The Digital Marketing Specialist is a tech savvy story teller that is driven to generate leads and increase web traffic across digital platforms.

A day in the life of a Digital Marketing Specialist at Virox will include...

- Optimizing websites for UX and contributing to website changes and product information updates.
- Supporting the development of campaign landing pages and the execution of digital advertising campaigns, taking care to ensure that campaigns run smoothly and on time.
- Assembling images, typography, and other visuals to produce compelling web and landing pages.
- Tracking and reporting on digital advertising campaign KPIs, lead generation, and site analytics to identify successes and areas for improvement.
- Supporting SEM/SEO efforts, including content/copy development based on keyword analysis, competitive insights and industry trends.
- Collaborating with cross functional teams, partner agencies and publishers to develop marketing content and materials.
- Keeping the team apprised of best practices related to online industry and platform disciplines, as well as identifying methods of engaging clients through new and established channels.
- Working with the marketing management team to develop strategies and recommendations for the annual marketing plan.
- Pitching in with projects and tasks, as they come up.

Does this sound like you?

- You have a college diploma or university degree in marketing or other relevant program.
- You have at least 3 years of experience in a related marketing role, with an emphasis on creative design and/or graphic design.
- You are proficient with Office 365, SmartSheet project management software, Hubspot, WordPress, HTML, CSS, Facebook Business Manager, Creative Cloud Suite, Canva, Adobe Premium Pro, Adobe Final Cut Pro, and are Google Analytics Certified.
- You have demonstrated experience performing A/B testing and multivariate experiments.
- You have experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
- You have demonstrated experience using Facebook, Instagram, LinkedIn and YouTube.
- You are a skilled copywriter, blogger and web content developer.
- You are very organized and analytical team player with solid communication and presentation skills.
- You keep moving ahead, no matter what happens.
- You thrive in a fast-paced environment and are able to manage multiple projects and deadlines simultaneously.

What's in it for you?

- A chance to be a part of a team that is actively contributing in the fight against COVID-19 and other threats to biosecurity, through education and awareness.
- A chance to help the post COVID-19 world arm themselves with proper disinfection education
- An opportunity to experience something deliberately different, while continuing to grow, develop, and learn new things.

Want to join the adventure?

If so, then tell us a little bit about yourself by forwarding your resume to: jobs@virox.com

Virox Technologies Inc. is committed to providing accommodation for individuals with disabilities. Accommodation will be provided upon request in all parts of the hiring process as required in accordance with the Virox Technologies Inc. Accommodation Policy. Candidates requiring accommodation are asked to make their needs known in advance. We sincerely thank all applicants who express an interest in this role; however, only those candidates being directly considered will be contacted.