



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 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 Marketing Specialist

The Marketing Specialist uses their marketing expertise to help direct strategy and planning for promotional activities, marketing tactics, and other department activities. They manage tradeshow strategy, execute advertising promotions, support marketing team with new print and digital campaign developments, work on advertising copies, and other marketing materials.

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

- Measuring and analyzing lead generation strategies, social media content, and event performance to provide input to marketing management to help us fine-tune our campaigns, strategies, and efforts.
- Support development of Marketing Quarterly Scorecard Reports.
- Support development of cohesive content marketing strategy including the use of Google Ad words, landing pages, email work flows, etc.
- Working with the team or our agency partners to develop and execute content marketing campaigns.
- Pitching in with projects and tasks, as they come up.

Does this sound like you?

- You have at least 3 years of experience in a related role.
- You have a university degree or college diploma in marketing, business or other relevant program.
- You know how to use CRM, HubSpot, Google Analytics, A/B Testing Programs, and marketing automation and analytic tools.
- You love creating new content, growing a social audience, and measuring the outcome of your efforts.
- You understand SEOs and know how to apply the Buyer's Journey, Customer Personas, and other marketing research to make a brand stand out.
- You keep moving ahead, no matter what happens.
- You're outgoing, and believe that successful teams are teams that share everything they know.
- You thrive in a fast-paced environment and find that a little bit of pressure helps you yield your best results.

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.