



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 [Corporate 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 Corporate Marketing Specialist – 18 Month Contract Opportunity

The Corporate Marketing Specialist is responsible for a mix of activities that support marketing initiatives that enhance our corporate brand identity. This includes serving as an internal brand champion to ensure brand guidelines are met across the company, managing the development of deliverables associated with successful marketing strategies and campaigns, planning and implementing SEM and other digital marketing strategies, as well as reporting on performance.

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

- Contributing to the development and execution of the Corporate Marketing brand strategy and marketing campaigns, including:
 - Collaborating with partner agencies and internal stakeholders on the development of marketing content and collateral, such as ads, infographics, newsletters, blogs, videos, social content, etc.
 - Coordinating, editing, and optimizing marketing material to ensure it is consistent with planned marketing strategies and brand guidelines.
 - Managing and executing print and digital advertising campaigns, including ensuring creative deliverables are met, and tracking, reporting, and optimizing campaign performance.
 - Developing project briefs, timelines, budget tracking, creative approval process, and providing feedback to agency partners to ensure project execution and deadlines are met.
- Managing the implementation of brand and style guidelines, including coordinating the update of existing corporate brand materials and working with internal stakeholders to ensure consistency with corporate brand guidelines across commercial team initiatives.
- Managing SEM efforts, including content/copy development based on keyword analysis, competitive insights, and industry trends.
- Collaborating on SEO efforts with our digital editor.
- Managing HubSpot Content Marketing Platform including maintaining corporate marketing contacts, ensuring files and content are formatted appropriately for accessibility and performance, as well as creating and managing email campaigns, landing pages, forms, and workflows. Working with the digital editor to report on site analytics and campaign KPIs on a regular basis, actively identifying successes and areas of improvement that translate into better results.
- Working with management to develop strategies and recommendations for annual marketing plan, assisting with the implementation of social media strategy and social account management.
- Supporting the development and execution of internal communications and employee engagement through the intranet and other channels, as required.
- Pitching in with other projects and tasks, as assigned.

Does this sound like you?

- You have College Diploma in Marketing, Business, or another relevant program is required.
- You have at least minimum 3 years of experience in a marketing and/or digital marketing role, with a focus on copywriting, blogs, social and website content. Copy writing, blogs, social, and website content.

- Demonstrated experience leading and managing SEO/SEM, marketing databases, email, social media and/or digital advertising campaigns.
- You have a solid understanding of website analytics tools, and are Google Analytics Certified
- You have experience using social media platforms and analytics such as Facebook, Instagram, and LinkedIn, YouTube in a digital marketing capacity; as well as experience using Word Press.
- You have a solid understanding of marketing automation software, email programs and best practices, landing page programs and best practices, CRM programs and best practices, Marketing Automation analytics, and A/B testing.
- You are proficient with Microsoft Office and have experience with graphic design and/or Adobe Creative Suite (InDesign, Photoshop, Illustrator); experience with Canva is considered an asset.
- You have strong communication skills and can communicate across the organization and build alignment with peers.
- You are a motivated self- starter that can manage competing demands with a high degree of attention to detail.
- You have excellent Project Management, organization, and problem-solving skills.

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.
- Room to learn and grow.
- 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.