



## 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 Editor 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 Editor

Reporting to the Director, Corporate Marketing, the Digital Editor is responsible for managing the corporate website to enhance our corporate brand identity, as well ensure alignment with our broader marketing strategies.

## A day in the life of a Digital Editor at Virox will include...

- Working with the web-developer agency to redesign our website, including organizing, editing, and optimizing existing content, helping to define user flows, and ensure website adheres to brand and style guides.
- Managing website optimization through regular site audits and link building strategies, as well as working with the web development agency on site upgrades, as required.
- Performing site updates and maintenance via CMS systems.
- Leading content and idea research for articles, blogs, graphics, and email content, including keyword and competitor research, to discover content ideas to help drive organic traffic for the corporate website.
- Planning, creating, and executing against the editorial calendar.
- Creating, copy-editing, and uploading web content including blogs, articles, images, and online features.
- Collaborating with the Social Media Strategist to align content with the overall digital and social content strategy.
- Collaborating with the commercial marketing teams to align content where applicable, to enhance both corporate and commercial audience growth and marketing strategies.
- Contributing to the development of our YouTube strategy.
- Implementing SEO best practices and ensuring all our content adheres to SEO best practices.
- Analyzing and reporting on KPIs to find ways to ensure optimal content performance to increase user engagement and retention.
- Assisting with the management of the employee intranet, including content calendar planning, and writing posts.
- Assisting in the creation, testing, and deployment of email newsletters.
- Pitching in with other projects and tasks, as assigned.

## Does this sound like you?

- You have a College or University degree (or equivalent experience), in Media, Journalism, or Communications.
- You have at least 5 years of experience in SEO, digital media, and content planning.
- You are well-versed in SEO best practices, SEO strategy, as well as content publishing systems such as WordPress, and other CMS tools.
- You have an excellent understanding of analytics, including experience with website analytics tools such as Google Analytics, Search Console, Google Ads, and other SEO tools.
- You have a solid understanding of QA processes, UX and Design.
- You are familiar with HubSpot and understand HTML, CSS coding.
- You have experience using Adobe Creative Suite and graphic design tools such as InDesign, Photoshop, Illustrator, and Canva.
- You have experience developing digital content strategies and driving audience engagement.
- You have a portfolio that demonstrates strong writing, copy editing and content packaging (blogs, social and website content); within a science oriented or B2B environment.

- You have strong communication skills and can communicate across the organization and build alignment with your peers.
- You are a motivated self-starter with excellent attention to detail, Project Management, organization, and problem-solving skills.
- You are proactive, like to take initiative and can handle competing priorities in a fast-paced environment.

### 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](mailto: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.*