



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

As an internal brand champion, the Corporate Marketing Specialist is responsible for a mix of activities that support marketing initiatives that enhance our corporate brand identity.

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.
- Collaborating with partner agencies and internal stakeholders on the development of marketing content and collateral, such as ads, infographics, newsletters, blogs, videos, social content, SEO etc.
- Developing project briefs and providing feedback to agency partners to ensure project requirements and deadlines are met.
- Assisting with the implementation of social media strategy and social account management.
- Managing and executing print and digital advertising campaigns; tracking and reporting on campaign performance to ensure creative deliverables 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.
- 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 for existing and future marketing plans and strategies.
- 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.
- Supporting the development of communication strategies, drafting press releases, and coordinating interviews.
- 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 3 years of experience in a marketing and/or digital marketing role, with solid project management skills, a focus on copywriting, blogs, social and website content.
- You have demonstrated experience leading and managing SEO, 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, 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, problem solving and relationship building skills.
- You are a motivated self-starter that can manage competing demands, with a high degree of attention to detail.

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.