



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 pride ourselves on our entrepreneurial spirit and dedication to developing innovative solutions within the disinfectant space.

We are currently looking for an experienced Digital Marketing Specialist that shares our passion for safety, sustainability, biosecurity and innovation to join our team.

The Digital Marketing Specialist

The Digital Marketing Specialist is responsible for increasing web traffic, lead acquisition and conversion. The Digital Marketing Specialist will play a key role in developing, executing, and measuring strategic digital marketing initiatives and content to tell our brand's story in an impactful and engaging manner. The Digital Marketing Specialist will also:

- Manage the brand website and campaign landing pages, as well as contribute to website changes and product updates to optimize UX.
- Collaborate with agency partners and publishers on the strategic development, execution, monitoring and analytics of Social Media and Digital Advertising campaigns.
- Ensure creative deliverables are met through ongoing tracking and reporting of placements, pivoting as needed to make improvements.
- Ensure digital projects and website activities (ex: content updates, campaign support, functional and usability improvements) are completed by the appropriate deadlines.
- Manage and execute SEO and SEM efforts, including content and copy development based on keyword analysis, competitive insights and industry trends.
- Collaborate with cross functional teams and partner agencies to develop marketing content and materials.
- Assemble images, typography and other visuals to produce compelling web and landing page copy.
- Create, manage and execute marketing automation campaigns for email, landing pages, workflows, and CTAs.
- Maintain reporting on lead generation, site analytics, and campaign KPIs to identify successes and areas for improvement.
- Identify methods of engaging customers through established and new channels and make recommendations on potential enhancements.
- Work with management to develop strategies and recommendations for annual marketing plans.
- Other projects and tasks, as assigned.

What You Need to Succeed in this Role

- A College Diploma or Bachelor's Degree in Marketing or another relevant program.
- Google Analytics Certification.
- 3 years of experience in a marketing or digital marketing role, with an emphasis on copy-writing, copy-editing, SEO/SEM, graphic design, and using analytics to measure campaign success.
- Demonstrated experience using the following programs and software: WordPress, HubSpot, Facebook Business Manager, Creative Cloud Suite (InDesign, Photoshop, Illustrator), Adobe Premium Pro, Adobe Final Cut Pro, SmartSheet, Google Ads, StackAdapt.
- Experience using HubSpot's marketing portal, as well as a working knowledge of HTML, CSS developments and constraints.
- Experience with A/B and multivariate experiments.
- Demonstrated experience leading and managing SEO/SEM efforts, marketing databases, email, social media and display advertising campaigns.
- Experience building relevant audiences using social media platforms such as Facebook, Instagram, LinkedIn and YouTube, as well as developing copy, blogs, web, and social content to host on social platforms.

- Demonstrated ability to work within tight deadlines and manage shifting and competing priorities in a dynamic and evolving work environment.
- Ability to negotiate resources and identify synergies to meet department goals.
- Ability to demonstrate resiliency under pressure and manage setbacks.
- Ability to communicate and present effectively in both verbal and written format.
- Ability to work on and support multiple projects simultaneously, while meeting and maintaining deadlines.
- Ability to collaborate, take initiative, and build and maintain strong working relationships across teams to produce quality content.
- Dedication to staying up to date on best practices and emerging trends in social media disciplines, UX and customer engagement.

What We Offer

- Paid time off between December 25th and January 1st each year, for all permanent full-time staff.
- Summer Hours from Mid-May to Labour Day each year, complete with surprise visits from the Ice Cream Truck throughout the Summer months.
- Work from Home up to 2 days per week for eligible positions, upon successful completion of the probationary period.
- Comprehensive benefits program for permanent full-time staff, which includes an Employee and Family Assistance Program, upon successful completion of the probationary period.
- A generous tuition reimbursement program in support of continuous learning and development for all permanent full-time staff, with 1 year of service.
- The best social events ever!!!

How To Apply

If you are interested in joining our team, please forward 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.