



## 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 Marketing Specialist that shares our passion for safety, sustainability, biosecurity and innovation to join our team.

## The Marketing Specialist

The Marketing Specialist is responsible for creating social media campaigns and developing entertaining and educational material for use on our social channels. The Marketing Specialist manages the assigned product brand's social media properties and monitors all aspects of our email marketing campaigns to ensure campaign performance metrics are met.

The Marketing Specialist also works collaboratively with their team members to ensure marketing campaigns are impactful and memorable; they also work with our media partners to deliver our advertising plans for our product brands across various media. The Marketing Specialist will also:

- Conduct market research to gain insight into consumer behaviours and develop meaningful marketing campaigns, copy, content and collateral such as: infographics, blogs and other social content, that considers the needs of existing and prospective customers.
- Collaborate with creative agency partners to improve the appearance and layout of creative content.
- Develop social media content plans, promoting social media campaigns, creating meaningful content, and engaging copy that is consistent with product brand identity for all social media platforms.
- Edit social media posts and responding to customer inquiries in a timely manner to enhance customer engagement.
- Develop and manage social influencer programs.
- Manage and coordinate all aspects of advertisement efforts, including managing media plans, reporting on media plan performance, billing, and coordinating with creative agencies to develop advertising campaigns.
- Monitor, evaluate and report on social media marketing efforts and performance and make recommendations to optimize our social media marketing strategy.
- Measure and analyze lead generation strategies, social media content, and event performance using analytical tools to provide input to marketing management to help us fine-tune our campaigns, strategies, and efforts.
- Support development of cohesive content marketing strategy including the use of Google Ad words, landing pages, email work flows, etc.
- Work with the team or our agency partners to develop and execute content marketing campaigns.
- Create, implement, track and analyze email campaigns for our product brands, including managing landing pages, forms and workflows.
- Maintain HubSpot contacts, content and files.
- Other projects and tasks, as assigned.

## What You Need to Succeed in this Role

- A College Diploma or Bachelor's Degree in Marketing, Communications, or another relevant program.
- 3 years of experience in a marketing or digital marketing role, with an emphasis on copy-writing, copy-editing, tailoring social media presence to the appropriate audience across platforms, and using analytics to measure campaign success.
- Experience using social media platforms such as: Facebook, Instagram, LinkedIn and YouTube.
- Demonstrated experience using marketing automation technology (HubSpot, CRM, etc.)
- Experience in graphic design and using Adobe Creative Suite (InDesign, Photoshop, Illustrator), and Canva, *is considered an asset.*

- Demonstrated ability to work within tight deadlines and manage shifting priorities in a dynamic and evolving work environment.
- Ability to work on and support multiple projects simultaneously.
- 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, advertisement management, and email marketing policies.

## What We Offer

- Paid time off between December 25<sup>th</sup> and January 1<sup>st</sup> 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](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.*