

Samlex America

<https://samlexamerica.com/job-postings/marketing-assistant/>

Marketing Assistant

Description

We are seeking a highly organized and motivated Marketing Assistant to join our team. This position offers an exciting opportunity to have a pivotal role supporting our marketing efforts and enhancing our company's visibility. The ideal candidate has prior experience in marketing, is proactive, solution-oriented, and able to manage multiple tasks at once. You will work closely with the marketing team to help implement marketing strategies, support brand awareness, generate leads, and related activities to drive business growth.

Responsibilities

- Support the marketing team in executing marketing campaigns and projects across various channels, including digital, social media, and traditional marketing.
- Assist with the creation of marketing materials such as brochures, presentations, newsletters, and email campaigns.
- Coordinate and track the implementation of marketing campaigns, ensuring deadlines are met and objectives are achieved.
- Monitor and report on the performance of marketing campaigns, providing insights for optimization.
- Help with content creation for websites, blogs, social media, and other digital platforms.
- Conduct market research to support campaign development and identify industry trends.
- Assist with planning and logistics for trade shows, webinars, and other promotional events.
- Update and maintain marketing calendars, databases, and contact lists.
- Provide administrative support to the marketing team, including scheduling meetings, managing project timelines, and organizing marketing assets.

Specific duties

- **Digital Marketing Support:** Assist in managing social media platforms (Facebook, Instagram, LinkedIn, etc.), scheduling posts, and engaging with followers.
- **Content Creation:** Help write and edit copy for blog posts, email newsletters, and website content.
- **Campaign Monitoring:** Track and report on KPIs (key performance indicators) for ongoing campaigns and make suggestions for adjustments to improve results.
- **Creative Support:** Collaborate and assist the design team to create eye-catching graphics and other visual content for marketing materials.
- **Database Management:** Organize and maintain email marketing lists, ensuring data is up-to-date and segmented correctly for targeted campaigns.
- **Customer Interaction:** Assist in managing customer inquiries through social media and email channels, maintaining a high level of customer engagement and brand consistency.
- **Event Support:** Assist with logistical arrangements for events, including

Hiring organization

Samlex America

Employment Type

Full-time

Job Location

103 - 4268 Lozells Avenue, V5A 0C6, Burnaby, Canada

Working Hours

8:00am - 4:00pm

Date posted

November 7, 2024

promoting events, managing registrations, and preparing event materials.

Education/ Skills required:

- Post-secondary education in communications, marketing or other relevant combination of skills and experience.
- Strong interest in marketing with a passion for learning and growing in the field.
- Proficient with Microsoft 365 Apps.
- Experience and familiarity with WordPress, SEO and Google Analytics.
- Basic working knowledge of Adobe creative suite, specifically Photoshop, Illustrator, and/or InDesign.
- Familiarity with social media platforms, working knowledge of marketing software (e.g. HubSpot, Hootsuite, MailChimp, or similar tools and content management systems (CMS).

Competencies required

- **Attention to Detail:** Demonstrates strong attention to detail, ensuring all marketing materials and campaign details are accurate and professionally presented.
- **Organization & Time Management:** Ability to prioritize tasks effectively and manage multiple projects simultaneously while meeting deadlines.
- **Communication Skills:** Excellent written and verbal communication skills, with the ability to engage with diverse audiences.
- **Creativity:** Ability to brainstorm and contribute creative ideas for campaigns, social media, and marketing content.
- **Adaptability:** Comfortable in a fast-paced environment, adjusting priorities as needed and managing changes in direction.
- **Collaboration:** A team player who works well with other departments and external stakeholders to achieve marketing goals.

Job Benefits

- Business casual dress
- Company events
- Dental care
- Extended health care
- Paid time off
- RRSP match
- Vision care

Contacts

Our recruitment team will contact select applicants. We thank you for your interest in Samlex America.

Company Overview:

Samlex America, Inc was incorporated in 1991. **Built on a foundation of respect, customer service, and quality products**, we now serve over 90 countries worldwide. While responding to the market's next-generation power conversion needs, we stay true to our roots by maintaining our commitment to relationships with customers and colleagues. As a manufacturer of quality power conversion products, we provide the versatility to convert the available power to the power that is needed for industries such as Communications, Alternative Energy, Electronics, Fleet, Off-Grid, Marine, and RV.