

QAI Job Number: QAI-MKTG-CORP
JOB TITLE: Marketing Coordinator
LOCATION: Burnaby, BC, Canada
NUMBER OF POSITIONS: 1
CATEGORY: Marketing
POSTING DATE: Immediate
CLOSING DATE: July 15, 2016

BACKGROUND:

QAI Laboratories (QAI) is a professional certification body, test laboratory, and inspection body with offices in Burnaby, Toronto, Los Angeles, Tulsa and Washington DC. Over the last few years the QAI name and logo have become increasingly recognized throughout the industry resulting in steady growth of the business. QAI primarily service manufactures of Electrical Products and Building products.

As Marketing Coordinator, you'll be responsible for ensuring the delivery of a wide range of marketing initiatives. You'll spend your day planning and publishing content for our website, e-marketing, newsletters, sales materials and social media sites.

A big part of what you will do will be publishing content online using WordPress and e-marketing using Constant Contact. Therefore, it is expected the right candidate will be proficient in SEO and HTML, and requires basic IT skills.

You will be optimizing online content to get QAI's service message across effectively to our current and prospective clients. You will be focused on achieving measurable results and coordinating a wide range of marketing initiatives to drive profitable action and increase brand awareness. Your audience will be some of the largest business names in the world, across a broad section of industries.

DUTIES: The successful candidate will perform, but not limited to, the following duties:

- Planning, coordinating and publishing key marketing communications across a variety of different industries and service streams.
- Proofing, editing and optimizing marketing communications for landing pages, news articles, press releases, emails and social media.
- Coordinating the execution of targeted digital marketing strategies to increase opportunities, sales and brand awareness using SEO, SEM, online forms, surveys, multimedia and social media.
- Maintaining marketing systems, processes and procedures, such as marketing automation systems, style guidelines, role manuals and content delivery plans.
- Carrying out market research, analyzing data and preparing reports to help provide insight and key decisions about marketing tactics, latest trends and best practices.
- Executing marketing tactics and plans for marketing initiatives, publicity, tradeshow and promotions.
- Collecting, analyzing, interpreting and reporting on data for marketing KPIs using tools like Google Analytics.
- Work productively with sales and operations to meet business and marketing objectives.
- Other marketing duties as required.

QUALIFICATIONS: The successful candidate will:

- A degree or diploma in marketing or related field
- 1-3 years' work experience in marketing, communications or public relations
- Excellent written and oral communication skills
- Detail oriented with strong planning and organizational skills
- Knowledge and experience with WordPress, SEO and SEM
- Fully proficient in all Microsoft Office applications
- Ability to work under pressure and deliver against tight timelines
- Confident, outgoing, team player with a positive attitude
- Knowledge and experience with Adobe Creative Suite is a plus

ADDITIONAL INFORMATION:

- Candidates must hold a valid driver's license
- Candidates must hold a valid passport or be able to obtain a valid passport and be able to travel to international locations
- Fluency in a second language (other than English) both written and oral is an asset
- The successful candidate will progress, subject to satisfactory performance, through a 3 month probation and training period

APPLYING:

QAI Laboratories offers a generous compensation and benefits package including base salary, plus performance incentives, medical, dental, etc.

Interested candidates should submit their cover letter and resume to Frank Buyna via email at info@qai.org (ctrl+click). Please indicate the QAI Job number in the subject line of the email and in the subject line of your email.