

MicroSpec Systems Inc.

Marketing Strategist

Full-time, Hybrid, Vaughan Ontario, \$50K - \$60K year

Company Description

At MicroSpec Systems Inc. we are a traditional registration and ticketing services company, and more! With a diverse portfolio of offerings, ranging from document management and verification systems to appointment software and self-serve kiosks, we cater to events of all sizes, from intimate conferences to large-scale trade shows with tens of thousands of attendees. We have been the pioneering force in the North American trade and consumer events industry for over 35 years by continuously refining and expanding our services. Join us in shaping the future of event technology and be part of a team that continually strives for excellence in service delivery and innovation.

Key Responsibilities:

- Create content for social media, newsletters, WIX website, and more.
- Develop and execute comprehensive marketing strategies to enhance brand awareness and drive sales.
- Build and lead a high-performing marketing team, fostering collaboration and innovation.
- Create all aspects of marketing including digital marketing, social media, email campaigns, content creation, advertising, etc.
- Analyse market trends and consumer insights to identify opportunities for growth and optimization.
- Establish and maintain strong relationships with stakeholders, including internal teams and external partners.
- Monitor and report on marketing performance metrics, continuously refining strategies for maximum impact.

Qualifications and Requirements:

- Bachelor's degree in Marketing.
- Proven track record of success in marketing roles with a minimum of two years of experience.
- Strong leadership skills with the ability to inspire and motivate teams to achieve goals.
- Excellent communication and interpersonal skills, with a knack for building relationships.
- In-depth knowledge of marketing principles, strategies, and best practices.
- Proficiency in marketing tools and analytics platforms.
- Occasional travel within the GTA to attend trade and consumer shows.

Why Join Us:

- Opportunity to shape the direction of our marketing efforts and make a tangible impact on our company's growth.
- Collaborative and supportive work environment where your ideas are valued and encouraged.
- Room for professional growth and advancement as our company continues to expand.
- Annual two weeks paid vacation
- Reduced work hours in the Summer (Summer hours!) at full pay
- Paid time off between Christmas and New Year's Day
- Benefit package that includes medical, dental, family, life, vision, mental health support, etc
- Matched GRSP
- Company events and parties
- Positive workplace culture with a supportive work environment
- Employee Assistance Programme

If you're a passionate marketing professional ready to take on a leadership role and drive success for our company, we want to hear from you! Apply now with your resume, a link to your portfolio (optional), and a cover letter outlining why you're the perfect match for this position along with your salary expectations by email to hr@microspec.com

Let's embark on this exciting journey together!