



<https://madvac.com/job/marketing-specialist/>

## Marketing Specialist

### Description

We are looking for a **Marketing Specialist** that will play a key role in supporting our expansion projects.

### Responsibilities

- Create engaging digital content, such as infographics, promotional one-pagers, and videos for website, social media, email nurturing, events, and all other marketing activities
- Manage website through Content Management System (WordPress)
- Work in collaboration with team to produce effective marketing material, such as product brochures, product overviews, technical support documents, with high quality and accuracy
- Manage Google Analytics, track goals and report website performance through data visualization tools
- Create and manage PPC ads (Google Ads, LinkedIn, Facebook, Instagram, etc.) and track paid media performance through relevant metrics
- Manage SEO optimization and organic content to generate traffic, track organic conversion rate and rank of targeted keywords
- Generate leads through various resources
- Manage sales documents
- Track sales metrics

### Qualifications

- Bachelor's Degree in Marketing, Communication or related field
- Minimum 3 years' experience in digital marketing and/or marketing field ideally B2B
- Experience with content creating tools such as Canva, WeVideo, Filmora, Adobe Photoshop, etc.
- Proficient with CMS software; knowledge of WordPress is an asset
- Bilingual with strong English writing skills

### Competencies

- Highly organized – ability to multitask, prioritize, and manage time effectively
- Strong analytical skills
- Detail oriented
- Curious – willingness to learn

### Job Benefits

Salary : minimum \$60 000,00 / year

### Hiring organization

Exprolink Inc.

### Employment Type

Full-time

### Industry

Manufacturing

### Job Location

2170 rue de la Province, J4G 1R7,  
Longueuil, Québec, Canada

### Working Hours

40 hours per week

### Date posted

November 29, 2021