



## JOB OFFER

## DIGITAL MARKETING COORDINATOR

Established in Richmond, Quebec, INNOTEX is specialised in the development, manufacturing and distribution of firefighter protective gear. An innovative, dynamic, constantly growing company, INNOTEX is a leader in the manufacturing of firefighting gear. INNOTEX is proud to be a trusted partner of thousands of fire departments around the world.

We are currently looking for a dynamic person to fill the new position of: **Digital Marketing Coordinator**

Reporting directly to the Director, Communications Marketing & Customer Experience and in close collaboration with other members of the Marketing team, the selected candidate will play a key role in our digital marketing strategies, specifically with the creation of tools, their implementation and overall performance analysis. The coordinator's objective will be to implement the tools and strategies to engage with the consumer and the dealer network.

### CHALLENGES:

- Coordinate the development of digital marketing initiatives;
- Conduct research, come up with ideas, create content, develop texts and post on social media (texts, photos, short videos, illustrations, etc.)
- Write and produce content, in English and French, for the different platforms (Facebook, Instagram, LinkedIn, etc);
- Plan and update detailed content calendars;
- Collaborate with internal teams and business partners to maximise the variety and relevance of published content;
- On a daily basis, represent the brand and manage our presence on Facebook, Instagram and LinkedIn;
- Interact with audiences and the community through the different platforms;
- Analyse the performance of our digital marketing initiatives;
- Follow-up on budgets, deliverables and deadlines;
- Update the website and the Extranet;
- Stay up-to-date on new digital trends;
- Conduct a digital monitoring of the competition;
- Support the marketing team in various projects.



**BE STRONG. BE SAFE.**



#### **QUALIFICATIONS AND EXPERIENCE:**

- Hold a bachelor's degree in Communication, Marketing or Business Administration – Marketing or equivalent;
- 3-5 years experience in a similar position;
- Excellent communication and writing skills, in French and English;
- Mastery of Adobe, WordPress, Google Adwords, Google Analytics, Google Trends, CRM and the social media management platforms;
- Knowledge of organic SEO.

#### **KEY COMPETENCIES:**

- Be perfectly bilingual;
- Be creative and have strong writing abilities so our tone of voice reflects our brand's personality;
- Demonstrated experience as a community manager, an asset;
- Ability to rapidly develop an advanced product expertise;
- Knowledge of digital data analysis;
- Ability to prioritise and manage several projects at once;
- Easily work under pressure;
- Detail-oriented, organised with project management experience;
- Organised, self-sufficient with a keen sense of esthetics and initiative.

#### **CONDITIONS**

- Permanent position
- Competitive salary
- Profit-sharing
- Group insurance and pension plan
- The position is in Richmond, in the Eastern Townships
- Partial telework.

**If you feel your talent is up to this challenge, please send your resume to the attention of Karianne Bernier ([karianne.bernier@innotexprotection.com](mailto:karianne.bernier@innotexprotection.com)).**