



Digital marketing Representative

Summary:

This position requires solo working on specific tasks and yet working also with competitive, target-driven sales team. As such you can work with minimal guidance and seek the best solution, be responsible for creating impactful, branded marketing environments and in parallel liaise with Marketing, Sales, and content teams to help us use web technologies to achieve our business growth goals. The core responsibilities will include content/ video marketing, keyword targeting, SEO, analytics, event/ demo registration, email marketing and reach out to potential customers effectively.

Minimum Requirements

- Proficient in English language (Verbal and written) and copy writing for social media platforms
- Proactive and positive attitude. Always looking for potential opportunities and creative ways to market products
- Able to build trust with others and demonstrate a high level of professionalism and integrity
- Can-Do Attitude in a Start Up culture setting; strong work ethic and result oriented
- Comfortable with cold calls

Preferred

- 3+ years hands-on outreach experience in social media
- Bachelor degree in Social Media/ Social Science or any other equivalent degree is an asset.
- Self-starter and a critical thinker
- Professional and friendly telephone manner
- Strong initiative and attention to detail

Key responsibilities include:

- Conduct research and analysis as needed on current and potential industries and clients related to the areas of natural resources, inclusive of some or all of the following areas: Energy, Forests, Minerals / Metals, Earth Sciences, Green Manufacturing, Carbon & Climate Mitigation, Energy Efficiency & Green Buildings, Resource Conservation, and Environmental Protection
- Understands local B2B and B2C marketing
- Solicit potential clients (including cold calling) to generate new business
- Assess requirements and recommend the appropriate goods or services for an existing clients
- Collaborate with the company's management on social media strategy and content creation ideas
- Develop outreach programs within communities to help drive awareness of the company's products



- Manage the company's social media accounts
- Work to find creative ways of contacting influencers and people of interest through the online platform of Instagram
- Management of online database of influencers, social outreach, event outreach, etc.
- Responsible for researching events and tradeshows that would be relevant to the industry
- Attend tradeshows and educate clients about the company's products and services
- Maintenance and expansion of the daily prospect's database
- Develop projections and forecasts based on reports showing expected sales and the potential effects of new strategies
- Involved in sales presentations and follow up with prospects

Benefits

- Health and Dental benefits