

## **Digital Marketing Associate**

...be part of a collaborative, innovative and dynamic team that is digitally focused.

If you are passionate about learning, enjoy driving market awareness, digitally savvy and enjoy diversity, then you will thrive at EDP Holdings.

With responsibility for the marketing programs for companies that range from *high end technical furniture manufacturing to advanced tracking software solutions*, you will be working closely with the business leaders to execute on a shared vision having the full complement of marcom tools.

The marketing associate coming aboard will have responsibility to

- Developing and executing on a digital and traditional b2b plan, and
- Create programs and collateral that enable the sales force to be more successful.

With room to grow professionally, you will find yourself challenged and supported while surrounded by a team of professionals committed to making of difference in their markets.

Through the development and implementation of digital marketing programs such as...

- Website development and upgrades with an eye on SEM & SEO
- Email updates and campaigns
- Online publications programs
- PPC advertising
- Training and promotional webcasts
- Posting blogs and news items
- Ensuring a social media presence

...the individual will ensure that the company's products have optimal placement in the digital space and that each product's message is reaching its potential customers.

Having a developed a broad knowledge of the competitive landscape through research internally and externally, the Marketing Associate...

Works with the sales team to define, articulate and promote...

the product, and its features relative to the competition  
its compelling and defining features and benefits.

With a sense of contemporary graphic design and having strong skills in writing,  
the Marketing Associates expected to...

Define, develop and determine...

the products' primary message  
its compelling features, and  
its competitive advantages.

Working closely with the product and sales associates, as well as customers  
directly, this person will be constantly creating and testing content to refine the  
story behind the product, keeping the message crisp and effective.

The Marketing Associate will work with the chairman to determine priorities and  
then meet the agreed upon deadlines. They will participate in development  
meetings to ensure that the product has leading edge features and maintains its  
advantages over the competition.

Beyond the digital world, the Marketing Associate will use their product  
knowledge, creativity and design capability to...

create and maintain traditional marketing support material  
develop and coordinate promotions, catalogue updates, cut sheets, FAQs  
construct "how to sell" guides  
production of training events and videos.

You will be successful in this role, if you:

- Meet the above expectations
- Can connect with and understand the product and technologies
- Be excited and passionate about the potential solutions they provide
- Have a sense for the growth they can enjoy
- Put in the hours necessary to produce on time
- Meet deadlines
- Are able to navigate the shifting and competing demands for support and  
communicate well so everyone understands scheduling priorities
- Can work with existing marketing materials and programs and leverage  
off the work already done through simplification and focus
- Enjoy working in a team environment
- Are proactive in working with the product associates to determine needs

- And, appreciate the ability to set out a path and meet your goals

Then this is your opportunity.

Skills required:

- Experience in digital and conventional marketing (including WEB development – Wordpress, Webpress etc - support, SEM, graphic and publishing programs)
- Advanced creative or technical writing skills in the promotion of products and services
- PHP, InDesign, HTML, Wordpress (or similar), Office proficient
- Knowledge of Pre-Press, Media Buying, and Events Management
- Ability to work under pressure
- Ability to meet deadlines
- Team Player
- Detail oriented
- Strong writer – excellent grammar, spelling and proofreading
- Excellent communication and interpersonal skills.

Experience:

Minimum of 3 years experience on the job or out of school having had work experience either previously or during school.

Portfolio of work required.