

O'Brien Lifting Solutions Inc., is a manufacturer of overhead cranes, jib cranes, workstation cranes, gantry cranes and a supplier of commercial doors and loading dock equipment, serving the industry for over 50 years.

We are seeking a resourceful and self-motivated individual to join our dynamic team as a Marketing Specialist.

The successful candidate must be self-motivated, results-driven, organized and enthusiastic with excellent communication and time management skills. Awareness and competency in the latest online marketing trends is a requirement.

Duties and Responsibilities:

- Plan and execute marketing campaigns that align with the business strategic vision and drives demand for the Company's products and services.
- Develop, launch, analyze, optimize, maintain campaigns, performance reporting and budgeting.
- Conduct research and analysis quickly and effectively to support decision making and strategy developments.
- Coordinating and implementing social media marketing communication projects with responsibilities that include social media advertising and creating product awareness online (Facebook, Twitter, LinkedIn, Instagram).
- Administration of company website content which may require some creative and graphical design.
- Manage the production of collateral marketing materials with promotional vendors, including brochures, literature, presentations, pricing folders and product manuals; including coordination of print material, production schedules and material delivery.
- Plan and organize marketing led activities (projects, tradeshow, data management, etc.)
- Manage and follow up on leads from marketing activities.
- Track dealer product material to ensure appropriate delivery
- Use of Mailchimp/SurveyMonkey and send message to existing customers for upcoming tradeshow or new installations.
- Responsible for Google Analytics and provide reports to the VP on a frequent basis.

Requirements:

- Strive for innovative ideas, concepts and context to stay relevant on marketing trends.
- Resourceful, strong organizational, analytical and problem solving skills; with high attention to detail; ability to edit correspondence and reports.
- Ability to take initiative, multi-task and work under pressure in a fast-paced environment with tight deadlines and evolving priorities.

- Exceptional interpersonal skills with a positive attitude to facilitate collaborations with colleagues and external business relations.
- Effective communicator with the ability to work with a variety of creative professionals.
- Ability and willingness to travel should relevant opportunities arise.

Qualifications:

- Degree in Business Administration, Marketing.
- 2 to 3 years related work experience.
- Experience in Web Design is a significant asset.
- Proficient in Microsoft Word and Excel, Adobe Creative Suite, Customer Relationship Software.
- Experience working with Microsoft Navision is a significant asset.
- Experience working with Jet Reports is a significant asset.
- Knowledge of MailChimp and SurveyMonkey.

O'Brien Lifting Solutions Inc. offers a competitive compensation and benefits package with an exceptional opportunity for career development and growth.