



Marketing & Content Specialist

Eigen Innovations helps leading, global manufacturers realize massive savings and reduce waste from their processes through our industrial vision solution. Our dedicated team has not only built a truly scalable AI-enabled solution, we're actually taking industrial vision to the next level.

We are looking for a Marketing and Content Specialist to join our team in Fredericton, New Brunswick. This role will report to the Director of Marketing.

The Marketing and Content Specialist will support marketing initiatives and guide and develop the content creation process for our brand. As a Specialist, your role will involve researching and defining target audiences, managing the content creation and publishing process, and monitoring consumer and content metrics.

To ensure success you should have a high level of interest in all things tech, show a keen eye for detail and be highly creative. As we continue to observe COVID-19 protocols, an ability to work remotely and autonomously is essential. You should be a skilled storyteller and have the ability to translate complex technical concepts into stories that will resonate with target audiences. You also possess excellent knowledge of content trends – especially those in the industrial vision market.

The ideal candidate will possess the following skills and experience:

- Brings relevant experience and basic knowledge of B2B marketing.
- Has both business and technical savvy that includes a big-picture vision and the drive to make that vision a reality.
- Is solutions-oriented and enjoys spending time with a diverse team to understand market challenges and determine how to overcome them.
- Is adept at working remotely and autonomously and a high comfort level using online collaboration tools.
- Is an effective communicator across various internal and external stakeholders with exceptional EQ.

Responsibilities

- Executing on marketing activities as defined by the Director of Marketing
- Meeting with the marketing, sales, customer success, product and R&D teams to ideate and define content goals
- Researching market trends to ensure that content is relevant and appealing
- Analyzing industry research to inform and optimize marketing content and efforts
- Developing strategies to reach the desired target audience and marketing goals
- Creating content for a variety of platforms like blogs, websites, and social media
- Managing and delivering product demos for potential customers and partners
- Proofreading and editing content before publishing
- Ensuring that SEO strategies are effectively implemented
- Managing calendars and ensuring consistent content across all platforms
- Coordinating with the suppliers to ensure the timely delivery of assignments
- Tracking analytics and generating reports and presentations
- Keeping up to date with content trends and advancements in technology

Qualifications

- Bachelor's degree or college diploma in Journalism, Marketing or Communications
- A minimum of 2 years of experience in content creation, marketing, communications, or similar
- Familiarity with content management systems such as WordPress
- Knowledge of content and layout design tools such as Adobe InCopy and InDesign
- Excellent computer skills with Google Suite
- Knowledge of various content platforms such as social media, blogs, and podcasts
- Basic understanding of content practices such as SEO
- Excellent written and verbal communication skills
- Bilingual (English/French) an asset

If you meet the above qualifications and are looking to contribute within a high performance team, contact us at careers@eigen.io.