



Job Title: Digital Marketing Specialist

Reports to: President & CEO

Job Hours: Full-Time, M-F

Primary Location: Haltech Main Office @ TechPlace Burlington
5500 North Service Rd., suite 801, Burlington, Ontario, L7L 6W6

COMPANY OVERVIEW

Haltech is the Regional Innovation Centre (RIC) for Halton Region, and we are a non-profit business accelerator that helps technology entrepreneurs and growing technology companies to transform good ideas and product innovations into well positioned, growing ventures. As a proud member of the Ontario Network of Entrepreneurs (ONE) since we began our operations in 2012, Haltech has supported more than 700 technology startups and entrepreneurs in Halton region, offering them a broad range of programs and services that include: Business & Innovation Advising, Entrepreneurship Development Workshops and establishing Corporate Partnership Innovation projects. Learn more at www.haltech.ca

JOB SUMMARY

We are seeking to hire an experienced **Digital Marketing Specialist** who is a creative, resourceful and highly adaptable person that will be responsible for Haltech's digital marketing activities and our corporate communications, which broadly include digital email marketing, social media communications, media relations, and design and production of PR marketing materials. This role is critical to the success of Haltech's business mission because it enables the successful promotion and delivery of our services to the business and entrepreneur community.

The Digital Marketing Specialist is a conscientious and reliable individual who understands the important of delivering high-quality marketing content on-time. Past experience working in a startup incubator or accelerator, or working in STEM areas, is preferred. The candidate is ideally a self-starter who thrives when working in a fast-paced, entrepreneurial environment under minimal guidance. The Digital Marketing Specialist is accountable for planning and performing of Haltech's marketing and communications functions, helping to raise awareness of Haltech's business services and innovation programs, maximize Haltech's engagement with community partners and regional stakeholders, and enhance the Haltech brand.

DUTIES & RESPONSIBILITIES:

- Create compelling digital content for Haltech’s external communications, which includes featured stories and online content for Haltech’s website, social media sites, email marketing newsletters, media press releases, and promotional marketing materials for all events and business programs.
- Create, monitor and manage all digital content on Haltech social media sites (Twitter, LinkedIn and Instagram, YouTube), track and provide monthly reporting on marketing data analytics, and continually devise strategies to enhance engagement and ROI for our online marketing.
- Design and deploy social media & email marketing campaigns of relevant and interesting content to promote Haltech’s programs and services, clients, partners and stakeholders, especially for our major events such as the annual Halton FUTURES Innovation Summit.
- Build and maintain relationships with marketing, communications and press media personnel at other community partner events, non-profit organizations, and government agencies.
- Develop and produce high-quality marketing materials (flyers, brochures, booklets, etc., in print and digital web formats), prepare marketing packages for clients and partners.
- Assist with design and production of attractive digital graphics in various formats, including graphic icons, photo images, collage, business artwork, etc.
- Source out marketing vendors (graphic designers, print shops, promo marketing items) and coordinate the selection of suitable promo items that reflect Haltech’s mission and brand.
- Coordinate with other Haltech partner organizations to help cross-promote community special events, programs, funding opportunities and similar announcements.
- Assist the Haltech Event Manager with planning, promotional marketing and communications, logistics preparations and delivery at all Haltech events.
- Other special tasks or projects, as assigned by CEO.

EXPERIENCE & TECHNICAL QUALIFICATIONS

- Bachelor’s Degree preferred, either in Communications or Marketing, Creative Writing/English or related area.
- Minimum 2 years work experience in a Marketing & Communications role, preferably within the science and technology community.
- Effective and creative writing skills, demonstrated with a portfolio of copywriting or digital content examples. We are seeking a person who is highly organized and manages their time well in a busy startup environment; the candidate is someone with strong attention to detail who wants to “make it right”, rather than produce something that is “good enough”.
- Self-directed individual with good time management skills who can work independently on multiple tasks, and collaborate effectively on team projects as the Marketing & Communications lead.
- Outstanding interpersonal skills, someone with great customer service attitude and who demonstrates maturity and professionalism.
- Past experience with producing corporate marketing materials, including business cards, brochures, posters/flyers, banners, presentation slide shows, etc.
- Past experience with digital marketing and website software tools – Constant Contact/MailChimp, WordPress, Google Analytics, Hootsuite, Adobe Creative Cloud suite of applications, and similar.

- Highly skilled in business office software - MS Office Suite for PC or MAC (PowerPoint, Word, Outlook, Excel, Publisher) – and with Social Media applications (Twitter, LinkedIn, Instagram, Hootsuite, Slack, etc.)

OTHER QUALIFICATIONS (“Nice to Have”)

- Media relations training or past work experience would be an asset.
- Some experience with graphic design using Adobe Illustrator, Adobe InDesign, Photoshop, Creative Cloud, and similar.
- French/English bilingualism (written, verbal) would be an asset.

WORK ENVIRONMENT & CULTURE:

Haltech’s work environment is an open and fast-paced culture where our staff trust and respect one other, exhibiting a “can-do” attitude whenever possible. We are known for delivering high-quality professional services for our startup community, and every area of our business operations reflects that – professionalism and a passion to deliver results.

- Five (5) days per week at regular daytime office hours; flexible arrangements are possible for occasional remote work, with manager approval.
- Must be able to work after-hours for the occasional Haltech community event that occurs in the evenings (e.g. community workshops, client peer to peer meetups, annual innovation summit).
- Must have a valid Ontario Drivers License and access to their own vehicle transportation.

If you are the right candidate for this job opportunity, and you possess the skills and qualifications to succeed in this role, then please forward your resume to careers@haltech.ca **by September 18, 2017**. Haltech thanks all applicants who express an interest in the job opportunity, but will only contact applicants who are selected for an interview.

At Haltech, we adopt a collaborative work culture that is motivating, exciting and adaptable to the needs of our clients, our partners, and our employees. Haltech’s hiring practices are aligned with human rights laws, which guarantee every person equal treatment in regard to employment and opportunity for employment, regardless of race, color, creed/religion, gender, sexual orientation, marital status, age, mental or physical disability.