

## **Marketing Associate**

### **About the Company**

Shockwave is a world leader in military-class marine suspension seating. For over 20 years, Shockwave has built premium marine suspension products. Customers include recreational, commercial, government, and military organizations in over 30 countries around the world. As a manufacturing company we innovate, design, build, sell and ship all our products from our factory in Sidney, BC. Our customers range from special forces and coast guard to crew boats and police boats, from whale watching boats to fishing guide boats and cruisers to yacht tenders. Shockwave is an innovative business and is poised to expand significantly over the next few years.

### **About the Role:**

Shockwave Seats is a locally owned business that conducts business globally. Our Company is currently seeking a Marketing Associate to join our team. We are looking for a well-organized, experienced, self-starter, with a marketing education, who wants to grow with the company and evolve the position into a senior marketing role. This position involves handling all aspects of online and off-line marketing; from tradeshow, copywriting and media relations to marketing automation tools, digital marketing/SEM and social media.

This position is broad and requires a well-rounded candidate with 2-4 years of B-to-B marketing experience and a passion for writing. A quick learner, with a technical aptitude, and an interest in boating or boating experience is an asset. You will work closely with the marketing manager and the sales team and president, to impact our brand's visibility and increase awareness globally.

### **Your tasks and responsibilities will include:**

- Content & Copywriting
- CRM Management (HubSpot), Marketing Automation using our CRM
- Social Media: monitor our social platforms, respond to questions, and post content.
- Website: work with graphic designer to update, edit and curate content
- Digital Marketing/SEM
- Online and off line promotions
- Marketing campaigns
- Media relations: press list management, write press releases, talk to editors to garner editorial coverage
- Tradeshow management and execution: work with sales assistant to prepare for shows
- Pro-Staff marketing support and communication
- Merchandise: purchasing & coordination

### **Your Skillset includes:**

- ✓ A passion for marketing
- ✓ Excellent writing skills
- ✓ CRM experience, working with Hubspot would be an asset

- ✓ Ideally some exposure to an ERP system
- ✓ Experience working with Marketing Automation Tools
- ✓ Hootsuite - Social media platform
- ✓ Solid understanding of Google Analytics
- ✓ Microsoft Office Suite

## What we offer you:

- RRSP matching after 5 years
- Career building potential for the right candidate to transition to marketing manager
- On-site gym
- Extended Health Care
- Dental and Vision benefits
- Disability insurance
- Life insurance

## Job details

**Salary:** commensurate with experience \$60,000 - \$65,000 per year (paid hourly)

**Working hours:** Monday – Friday, Full-time.

**Work Location:** On-site, in-person, Sidney, BC Canada

**Education:** Degree or Diploma in Marketing (preferred)

**Experience:** 2-4 years marketing (B-to-B preferred)

**If this position sounds perfect for you, we would love to talk to you.**

Please send us your resume and cover to:

Michael Turk ✉ [jobs@shockwvaseats.com](mailto:jobs@shockwvaseats.com)

