

Senior Marketing Specialist

About the Company

Shockwave is an innovative marine business, poised to expand significantly thru a broad global distributor network. Our company works hard to offer boaters an on the water experience they could never have imagined.

About the Role:

The Senior Marketing Specialist will work closely with the Sales and Marketing Assistant, Graphic Designer, and the Sales team. This role will require a candidate with strong writing skills, verbal communications and organizational skills, and it requires a lot of attention to detail. This job spans all aspects of marketing communications at Shockwave, including copy writing and website, tradeshow management, campaigns, CRM communications, pro-staff team, and other responsibilities as listed below.

Your tasks and responsibilities will include:

- Content creation and copywriting
- Website – content development, landing pages, online store, ensure content is up to date
- Manage, plan and execute tradeshows
- Promotion using our CRM - HubSpot, to conduct e-blasts to our target audiences
- Advertising and promotional planning scheduling
- Own Social Media and work with our team to develop timely and relevant social posts
- Assist with budget development
- Capitalize on our Pro Staff to generate marketing opportunities and increase our visibility – on the dock and on Social Media
- Select and purchase SW Merch to giveaway to pro staff, customers, and sell online.

Your Skillset includes:

- ✓ Completion of Marketing or Commerce Degree or diploma program
- ✓ Minimum 5 years of experience in a marketing communications or product marketing role
- ✓ Competency with the Microsoft Office suite
- ✓ Familiarity with CRM platforms and social platforms for business
- ✓ Excellent communications written and verbal skills

What we offer you:

- Opportunity to transition to a Marketing Manager position
- RRSP matching after 5 years
- On-site gym
- Extended Health Care

SHOCKWAVE

MARINE SUSPENSION SEATING

- Dental and Vision benefits
- Disability insurance
- Life insurance

Job details

Compensation: Salary will be commensurate with experience, starting at \$80-90,000/year (paid hourly)

Working hours: Mon-Fri, 40 hours a week

Work Location: On-site, in-person, Sidney, BC, Canada (remote is not available)

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

