

MARKETING AND SOCIAL MEDIA MANAGER

At Maerix, marketing is done a bit differently, due to our industry, but also because we do things our own way. If you want to fully leverage your creativity in a company looking to enter new markets, keep reading!

We need a proactive person to bring our social media to life, especially with videos. Your tasks will include managing our accounts on various platforms, creating and scheduling engaging and original content (either organically or in “spend the boss’s money” mode), responding to comments and private messages, analyzing the performance of posts, and adjusting everything accordingly. You will also need to write and send newsletters to prospects generated on social media.

The ultimate goal? To increase our visibility even more than it is now, primarily in the United States and bring contacts to the sales team who will take over from there.

Here are some additional elements that will be part of your job description:

- Analyzing competitors’ web presence in all its forms (website, social media, etc.)
- Writing content (website, blog, press releases, newsletters, brochures, etc.)
- Ensuring the optimization of website page content to enhance natural referencing (SEO)
- Managing the Google Ads account

Specific requirements and skills needed

- Excellent French and English, both spoken and written (we don’t like mistakes)
- Relevant experience in writing and content creation and online marketing
- Mastery of digital tools, and major social media platforms (Facebook, Instagram, LinkedIn, X, etc.)
- Experience using web analytics tools like Google Analytics
- Demonstrate creativity, organization, autonomy, and collaboration: we stand out, we work as a team, and we need to rely on each other
- Experience in technology and B2B marketing (a plus)

Working conditions

- We follow our clients' schedule, which is 37.5 hours a week from Monday to Friday, in a hybrid mode with a minimum of 2 days a week in the office, obviously more at the beginning during your training!
- We choose not to display the salary; we prefer to discuss it during the interview
- Start date: As soon as possible

Here at Maerix

This is our last chance to convince you. You can't remain indifferent to our simplicity, efficiency, ingenuity, and legendary authenticity. So, do like our 350 clients, including P&G, Volvo, SC Johnson, GE, Bridgestone, L'Oréal, SAQ (here, I still wonder who the client is in this business relationship!?!?), and come write your chapter in our wonderful story. Send your resume to cv@maerix.com. Talk to you soon!