



Position: Digital Marketing Specialist
Reports to: Director of Marketing
Location: Cambridge ON, Calgary AB
Web Address: www.crwall.com

Company Overview

Our goal is simple, make our customers and team better.

CR Wall is the preferred supplier of measurement, regulation, operations and safety products for the Canadian Gas Energy Industry. Across Canada, customers choose CR Wall because of the knowledge, experience and quality products we represent. Our commitment to innovation ensures our customers have the right products and services designed to improve performance, increase safety, minimize training, lower costs, protect the environment and enhance daily operations.

Position Summary

Reporting to the Director of Marketing, the successful candidate will play a key role in executing CR Wall's marketing strategy to drive strong marketing and business results. Working closely with the various internal and external stakeholders, as well as designers and outside agency staff, the Digital Marketing Specialist will support and execute the day-to-day marketing campaigns and programs. This role will be responsible for supporting several key company initiatives and will provide a wide range of opportunities to grow within the organization and as a professional.

Key Accountabilities

- Provide project & administrative support for both CRM & eCommerce systems
- Update and maintain digital properties (web/social)
- Participate in the development and production of key marketing collateral
- Coordinate different types of tactics and programs including but not limited to sales collateral development, digital and SEO support, online/in-person events, organic and paid social media, landing page development, email copy, etc.
- Work with external partners to create high-quality photo & video content
- Pull analytics and prepare reports on a regular basis
- Execute go-to-market plans to support marketing objectives, integrated campaigns and the company growth strategies
- Other duties as assigned



What You Bring

- Graduated from a marketing-related degree program
- Minimum of 3-5 years of related working/co-op experience
- Working knowledge of various software & web platforms programs (MS Office, PPT & Wordpress)
- Experience with Graphic Design & tools such as Adobe Illustrator (CC Suite), Adobe Photoshop, Adobe InDesign
- CRM platform experience (eCommerce is a bonus!)
- Social media and content marketing proficiency
- An honest, ethical, hardworking, goal-oriented person
- Excellent communication skills, including the ability to write effectively for multiple audiences and interact confidently with internal and external stakeholders
- A passion for Marketing and interest in growing with a company (Required)
- Flexibility to meet and adapt to changing project deadlines as required
- Demonstrated ability to manage multiple tasks and demands
- High level of enthusiasm and creativity
- Willing to learn and upgrade skills and knowledge

Other

- This position may require some travel within Canada
- All team members must meet requirements to travel on public transportation and to travel internationally
- Our culture requires you to be a team player, problem solver, continuous learner, customer focused and having a positive attitude. Candidates must possess a valid driver's license and good driving record as well as valid passport.

Our Commitment

CR Wall is committed to building an environment that values diversity, equality and inclusion. We ensure equal opportunity for all applicants and encourage people of all visible minorities and racialized people, including Indigenous applicants, and those of any religion, sex, age, disability, sexual orientation, gender identity or expression to apply.

If you are interested, please submit your resume and cover letter. Thank you!

Apply Today @ crwall.com/careers or submit your application to careers@crwall.com