



**Digital Marketing Specialist (LinkedIn/Twitter)
(Ongoing Contract – P/T)
Compuexcel
Start date: ASAP**

Job description:

About Compuexcel

Compuexcel helps companies of all sizes and industries. We have a 30-plus year proven track record in implementing analytics solutions across multiple industries in North America.

Our consultants have proven expertise with several leading BI technologies including: SAP BusinessObjects, Tableau, QlikView, Qlik Sense, IBM Cognos, MicroStrategy and Microsoft Power BI.

We consistently deliver outstanding results. Our focus on knowledge transfer and training, with thousands of users trained, has proven to be an important factor in our consistently high client satisfaction ratings.

Our mission is to help businesses succeed in Analytics implementations by providing superior training, and a solid foundation for the continued success of analytics projects.

Job Summary

Compuexcel is growing, and to support that growth, we are seeking a Digital Marketing Specialist on a contract basis. Hours will begin as part-time, but may develop to full-time once the role is established.

This opportunity is for a hands-on, strategy and tactic-driven individual, with key responsibilities including: social media messaging and monitoring, website content management, event planning and coordination, brand implementation, along with some graphic design. **A proven track record with B2B marketing on LinkedIn is a must.**

This role will report to the President and CEO.

As the successful candidate, you are someone who takes initiative while demonstrating excellent judgment and a willingness to offer unique perspective and ideas for marketing. You are flexible, comfortable in an evolving role with few precedents, and can balance a high volume of work with high-quality output.

Responsibilities

Responsibilities may include (but are not limited to) the following:

- Develop and/or support customer marketing including website, social media (**LinkedIn, Twitter**), direct client outreach, and event planning that aligns with the overall strategic direction of Compuexcel
- Work closely with colleagues and corporate partners to deliver integrated marketing across: print, digital, event and promotional materials.
- Produce, update and maintain website content, including lead generation pages.
- Provide design, writing, logistical and organizational support for marketing events.
- Work with suppliers and vendors for project execution.
- Miscellaneous research, administrative, and marketing activities as required.

Required knowledge, skills and abilities

- Post-secondary education, preferably within a Digital Marketing/PR/Communications discipline
- 1-2 years of marketing experience with demonstrated positive results **using LinkedIn and Twitter**
- Event planning experience a must
- Results-oriented with a strong sense of accountability
- Experience managing and updating websites and online content
- Excellent writing, editing, presentation and communication skills
- Some design skills with ability to deliver basic creative content
- Familiarity with digital marketing trends
- Knowledge of and experience applying SEO best practices
- Excellent judgment and analytical skills
- Strong multi-tasking and organizational skills
- High level of self-motivation and ability to 'own' projects
- Willing to work remotely, with phone/email/Skype support from colleagues
- Access to a computer and phone

Nice to have

- Knowledge of and/or experience with analytics programs. Previous experience with Tableau or SAP BusinessObjects a bonus.
- Some ability to travel in order to support events (training sessions, seminars, marketing events)

Location

- The job is located in Kitchener-Waterloo and preference will be given to local candidates with the requisite experience.

Please send your resume and cover letter to resume@compuelcel.com with "Marketing Coordinator" in the subject line. Applications are due by Friday, Dec. 7 at 4:00pm. We thank all applicants for their interest; however, only those selected as a potential candidate will be contacted.