

MARKETING GENERALIST

JOB POSTING



Are you ready to make a difference in your life and in the world? Would you like to join a team of passionate people who are already doing that? At KRYTON International, we are helping the world change by building concrete structures that are not only waterproof, but more durable, efficient and sustainable than ever before. KRYTON is the inventor of the world's first crystalline waterproofing admixture for concrete and we have permanently changed the way concrete structures are built in every corner of the globe. It's the extraordinary people on our team that have made all the difference and we have proven it by winning the *10 Best Companies to Work For in BC* Award 4 years in a row. Maybe you could join our continuing success story.

As a member of the KRYTON Team, **WE OFFER:**

- Profit Sharing
- Attractive Salary
- 100% MSP Coverage
- Extended Medical and Dental Coverage
- Vision Coverage
- Retirement Plan
- Group Travel Incentive
- Company Sponsored Events
- Teambuilding Activities
- Fitness Gym
- Free Parking
- Plus more...

MARKETING GENERALIST

A Full Time, Permanent position, based in Vancouver, British Columbia, the Marketing Generalist is responsible for supporting the company's marketing initiatives through global marketing brand, messaging and communications. The Marketing Generalist is expected to coordinate with the other regions to ensure that all updates to marketing strategy, brand and communications is updated and understood. This role will also act as a liaison with the other departments in order to achieve the over-all initiatives of the Marketing Department. The incumbent will also assist in measuring the effectiveness of marketing activity in relation to the overall strategic pillars set forth in the yearly marketing plans. As our Marketing Generalist, you must have the initiative to identify areas of improvement while balancing a variety of responsibilities and projects, have the ability to lead, coordinate and assign duties, as well as have the ability to create content and recommend content strategy

Duties and Responsibilities

1. Assist the Marketing Department in developing strategies and tactics
2. Deploy successful marketing campaigns and projects
3. Provide valuable and engaging content for our website and blog that attracts and converts potential leads.
4. Liaise with graphic designer and/or design firms to produce printed collateral and web-based marketing material
5. Works with Sales to develop and monitor territory marketing plans to generate the appropriate level of leads
6. Coordination of key messages across multiple social and communication platforms. Draft of messaging where relevant.
7. Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media for the company.
8. Experiment with new and alternative ways to leverage social media activities through marketing.
9. Develops digital analytics, website, and technology best practices, research and strategy for Kryton digital properties, including setting standards for digital engagement metrics and reporting
10. Conduct marketing research on the construction industry and global marketplace

REQUIREMENTS

- **Experience:** At least 5 years' experience in a marketing support function is required. Marketing or communications experience is an asset.
- **Education:** Degree or diploma in marketing or equivalent work experience
- Excellent written and oral communication in English
- Ability to write/execute creative and project briefs, articles, editorials and communicate technical info with ease
- Above Average computer skills, knowledge in Adobe in Design, Photoshop and Premiere is a must
- Proven experience in digital marketing environment, techniques and tools required including: email, video, HTML, user experience, SEO, social media, blogging, content, lead management, subscriber acquisition and retention, CRM, process development, database marketing, list development and coordination, and managing digital marketing specialists and agencies
- Knowledge of web development and marketing is required including for business-to-business web site development with a combination of technical and practical knowledge to ensure successful integration and execution using cross functional departments (primarily IT, sales and marketing) to achieve goals
- Knowledge and understanding of data analytics, statistical analysis, and marketing ROI
- Develop collateral and sales tools, including presentations, demos, and write-ups
- **Required Competencies:** Teamwork, Initiative, Fostering Communication, Analytical Thinking, Attention to Detail, Problem Solving, Research, Analysis and Assessment

If you are driven to succeed, please **email your cover letter and resume in Word or PDF format to people@kryton.com, citing 'Marketing Generalist' role in your subject line.** We thank all applicants, however, only those to be selected for an interview will be contacted.