



Job Title:	Content Marketing Specilaist	Job Category:	Electrical Construction
Department:	Marketing	Hours	40/week
Location:	St. Catharines/Hybrid	Travel Required:	No
Salary Range:	\$52,000-\$60,000	Position Type:	1-Year Contract
HR Contact:	Kelly Braun	Date Posted:	July 27, 2022
Will Train Applicant(s):	Depends on Applicant's Qualifications	Posting Expires:	N/A
External Posting URL:			
Email: resumes@kraun.ca	Mail: Kraun Electric Recruitment Department 45 Wright Street St. Catharines, ON L2P 3J5		
<p>Our Values – SPARK</p> <p>Our company values are at the core of everything we do. How we do our work is equally important as what we do for work. We hire people who align with these values. We call them our SPARK values.</p>			
Job Description			
<p>The Content Marketing Specialist will be responsible for all things content at Kraun Electric. They will work closely with the Director of Marketing to create a strategy for building content and produce 2-3 pieces of content each week. A typical week could include interviewing subject matter experts, engaging customers on social media, writing an article, producing a video, and assisting the Director of Marketing with other tasks.</p>			
Role and Responsibilities			
<p>Content Creation and Implementation – 30 hours per week</p> <ul style="list-style-type: none"> ▪ Strategize with the Director of Marketing about content needed ▪ Develop and maintain a content calendar ▪ Create compelling content in articles, case studies, infographics, emails, newsletters, web videos, website updates, presentations, or any other content items that push the marketing strategy forward ▪ Manage social media – drive engagement across all social platforms. Maintain the social media calendar, generate ideas, and facilitate posts in collaboration with the Director of Marketing 			

- Work closely with the Director of Marketing to create and implement engagement programs and measure results for both new and existing B2B and B2C customers
- Update website, including SEO management, as needed

Other Marketing Duties – 10 hours per week

- Create, edit, and send internal communications as needed
- Edit content created by other employees as needed
- Assist with executing the marketing strategy and programs to help drive sales
- Assist with the design and procurement of marketing materials.

Qualifications and Education Requirements

- A college diploma or degree in English, Public Relations, Journalism, or Communications is preferred

Preferred Skills

- Must have knowledge, understanding and passion for driving engagement on social media platforms, including Facebook, Instagram, LinkedIn, and Twitter
- Strong copywriting and content creation skills, as well as editing experience. Understanding how to work with editorial style guides
- Must possess a remarkable command of English, including verbal and written communication. Great storytelling skills
- Experienced with customer relationship management and marketing automation software (Salesforce and Pardot)
- Excellent knowledge of Microsoft 365. f. Has a good understanding of marketing metrics, brand identity, and brand management
- Exhibits both a flexible and approachable work style and can collaborate effectively
- Must be a natural researcher and patient teacher, motivated by learning
- Graphic design, video editing, and image editing skills are an asset
- Knowledge of Adobe Creative Cloud and Canva is an asset

Working Environment & Physical Demands

- Prolonged sitting
- Collaborative and positive environment
- Routine use of standard office equipment
- Open-concept workspace in a professional office environment
- Hybrid – some flexibility to work from home

Tools Provided

- Computer technology
- Professional training courses as deemed helpful