

Marketing Associate

About the job

Are looking for a non-traditional, super exciting job at a startup? Are you hungry and driven to succeed? If this is you, read on...

In this current landscape of digital marketing and social media noise, you must do something extravagant and differentiating. You must stand out in the thick smog.

We are putting together a super secret task force called SMOG, the Special Marketing Operations Group. This group is tasked with executing special marketing activities to break through the noise.

More about us...

We believe that education is the most effective way to empower people to create a brighter future

We are on a mission to build a learning universe where kids explore their passions and discover their infinite potential.

We are a Toronto-based EdTech startup, recently graduated the Google Cloud Accelerator. We are funded by a Toronto-based venture capital group.

Responsibilities

- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competition
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations
- Help distribute marketing materials
- Manage and update company database and customer relationship management systems (CRM)
- Help organize marketing events

Requirements and skills

- Creative, out of the box thinker
- Hungry, passionate, driven to succeed
- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Adwords)
- Passion for the marketing industry and its best practices