



Online Engagement Specialist

Job Posting – via web/social media posts

For more than two decades, Advanced Glazings Ltd. has been changing the way we experience daylight indoors. Our SOLERA® line of glass products provide the best quality natural light along with the highest thermal insulation performance in the world. It offers an energy efficient, sustainable way to provide natural daylight in buildings of all sizes and types.

Since our inception in 1995, we have installed more than 1,800 projects across all seven continents. With an impressive roster of international clients, our products have received resounding recognition from across the globe.

Our team is fueled by passion, collaboration and exceptional customer experiences.

We're looking for an expert digital marketer to take our brand and business to new spaces.

We're looking for someone who can create online conversations, build our profile and prospect relationships, but also able to step out from behind a computer and represent us in meetings.

If this sounds like you, apply today!

Responsibilities

- Help establish an inbound marketing process for capturing and nurturing leads
- Build relationships with prospective clients through digital marketing channels
- Develop captivating content for all digital marketing channels: website, blog, social media, online industry communities
- Identify audience segments
- Craft strategic messages
- Research new marketing channels and customer segments
- Develop and monitor digital advertising campaigns including email, paid search, display and social media
- Provide fast, accurate reporting and recommendations to improve and optimize digital campaigns to meet organization ROI goals
- Maintain website and develop content

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- Assist the sales team in creating additional marketing and communication materials as needed
- Act as company spokesperson when needed

Qualifications

- Bachelor's degree in marketing or public relations
- 5-10 years experience in a related field
- Proficient at developing and managing multi-touch digital marketing campaigns (Google, Facebook, LinkedIn, Twitter, Mailchimp, etc...)
- Exceptional writing and creative thinking skills
- Understanding of basic website fundamentals
- Possess a strong interest/experience in building and construction, architecture and/or sustainability in the built environment
- Be a self starter and passionate contributor desiring ownership of a contributing role

Benefits

In exchange for all your hard work and determination, you will be compensated with a salary in the range of \$55,000 (depending on experience). You will also be eligible for a company benefits plan with potential for incentive program. You will also receive training, experience and mentoring from a dynamic team.

We thank all those who are interested in advance for applying for this position, however, only those selected for an interview will be contacted.