



Job Title: Marketing Communications Specialist

Department: Marketing & Business Development

Location: Calgary

ComplyWorks Ltd. (ComplyWorks) is a compliance management solution company with offices in Calgary, Toronto, and South Africa. As a global leader in compliance management, ComplyWorks actively works to bring innovative solutions to the marketplace, while retaining its focus on its clients. Since inception in 2004, ComplyWorks has continued to expand its offerings to cover the entire compliance lifecycle, from contractor management, through to workforce and worksite management.

The ComplyWorks team is made up of incredibly smart, talented and accomplished people from around the world. With an amazing culture, an appreciation for outstanding customer experience, a great work life balance and for lifetime learning; we are changing the world of compliance management. At ComplyWorks, we build trusted relationships with all stakeholders and have earned a reputation for our innovation, integrity, leadership, safety and uncompromising ethics.

Position Overview

Reporting to the Director, Marketing and Business Development, this role is ideal for someone who takes an analytical approach to inbound and outbound marketing. We are looking for a highly motivated and web savvy individual who understands the importance of data-driven decision making. It includes developing and optimizing copy for campaigns that will drive conversions. The Marketing Communications Specialist is responsible for developing and implementing marketing strategies to ensure effective product promotion. If you are passionate about event management and demand based marketing for a company that is expanding at an exponential rate, then perhaps this marketing communications specialist role at ComplyWorks is the role for you.

Job Functions

- Brainstorms, develops and implements 3-5 innovative and creative marketing campaigns per quarter to increase revenue. Manages ongoing calendar of all events and campaigns.
- Creates various promotional material and creative briefs - writes and edits creative content, and develops relevant presentations tailored to potential prospects needs.
- Collaborates with colleagues to utilize a variety of tools to drive demand generation initiatives including database and digital marketing, email marketing (subject to CASL), content syndication, lead nurturing, and social media.
- Works with Sales and Marketing teams to define, manage and host events with customers, partners, prospects, and industry thought leaders to build brand awareness and warm leads.
- Optimizes campaigns through A/B testing to improve open rate, deliverability, click rate and conversion rate to meet specific business goals for individual campaigns.
- Drives ongoing analysis and reporting on the effectiveness of marketing campaigns, implements enhancements to drive website traffic and overall lead-to-revenue pipeline performance management.
- Strong B2B copywriting ability for newsletters and landing pages for external collateral and white paper development.
- Develops campaigns for each of the stages of the customer lifecycle to maximize engagement.
- Completes administrative and other duties as assigned to meet department goals and projects.

Required Skills

- A bachelor's degree in journalism, communications, marketing, or advertising.
- A minimum of 3 years of experience in a Marketing or Communications capacity; demonstrated with writing samples and/or a portfolio of work.
- Preferable experience in software sales, SaaS, or technology marketing. Agency experience an asset.
- Proven success in leads/demand generation through B2B marketing.
- Previous event coordination experience is preferred.

- Campaign strategy, design and implementation skills
- Strong writing and editing skills. Can concisely communicate complex concepts in customer terms.
- Motivated self-starter, with the ability to work independently within a team in a fast-paced environment.
- Proficient in email marketing and conducting integrated campaigns across a variety of channels.
- Experience using HubSpot and Google Analytics and knowledge in marketing automation.
- Face challenges and find new, innovative, and creative ideas.
- Solutions focused, adaptable, and comfortable with ambiguity and change.
- Strong attention to detail.
- Strong organizational and analytical skills.
- Excellent interpersonal and communication skills.
- Proven ability to meet goals under pressure and deliver under tight deadlines.
- Proficient with computers and with Microsoft Office applications: Word, Excel, Outlook, PowerPoint.
- Fluent in written and spoken English.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Applying

Please email a cover letter and resume to careers@complyworks.com no later than December 21, 2018 with “Marketing Communications Specialist” in the subject line. We will review applications and contact selected candidates in January. The expected start is January/February 2019.