



JOIN OUR TEAM!

COMMUNICATIONS SPECIALIST, MARKETING – Brandon, MB (18 Month Term)

WESTMAN COMMUNICATIONS GROUP is seeking applications from energetic, highly motivated individuals to become part of our team. Westman is a successful, fast-paced and dynamic organization, with a positive, team-oriented work environment. We offer competitive compensation including a comprehensive and unique benefits package. Leverage your knowledge with a local technology leader.

Key Responsibilities

- Support the operations of the marketing strategy with a focus on writing and editing content for external and internal communication (media releases, newsletters, blog, direct mail offers, member communications etc.).
- Obtain a thorough understanding of our products, internal standards, and differentiators to develop strategies aimed at increasing effective communications.
- Collaborate with management to develop and implement an effective content strategy utilizing email and marketing cloud software.
- Analyze and report on data and statistics from content marketing campaigns.
- Plan and organize events, scholarships, donations, open houses, and trade shows.
- Coordinate and purchase all of our branded promotional items.

Qualifications

- Communications, Public Relations or Marketing from a post-secondary school; along with 2 years of related experience or an equivalent combination of education and experience
- Working knowledge of Microsoft Office (Word, Excel, Outlook and PowerPoint)
- Attention to detail with outstanding writing, editing and proofreading skills
- Ability to multi-task and adhere to tight deadlines
- Must be a committed self-starter who has the drive to succeed in a high-energy team environment
- Must be highly motivated with excellent interpersonal, communication and presentation skills
- Experience with HubSpot or related marketing cloud/email software is considered an asset
- Valid driver's license and must be willing to travel as required

As an equal-opportunity employer, we encourage applications from all qualified individuals. While we thank each applicant for their interest, only selected candidates will be contacted.

Deadline for applications: NOON on Tuesday, February 9, 2021.

Please reference the position title in the subject line and/ or the body of the e-mail and/ or cover letter.

Please submit your cover letter and resume to:

Krista Derksen

E-mail: hr@westmancom.com

