

CARO Analytical Services is an employee-owned environmental and food laboratory that provides professional analytical testing services to public and private clients throughout Western Canada. Whether supporting a client cleaning up a contaminated site, providing water quality data to ensure Canadians have access to clean water, or supporting the government in testing our food source for potential pesticide exceedances, CARO provides the data essential to the success of these programs. CARO also happens to have a pretty awesome corporate culture thanks to a great team of employees who take their jobs seriously, but not themselves: We are charismatic scientists, driven to make the world safer and healthier.

DESCRIPTION: MARKETING SPECIALIST – Richmond, BC (*Full Time*)

As a Marketing Specialist for CARO Analytical Services' growing laboratory network, your main responsibilities will include:

- Managing, providing content for, and tracking the performance of CARO's digital marketing and social media platforms
- Overseeing the performance of CARO's websites and coordinating with IT and consultants to keep online content up to date and on brand
- Managing on-and-off page SEO, and implement actions based on Google Analytics
- Coordinating the distribution of email marketing campaigns and tracking results and trends
- Updating sales resources and tools to ensure consistency with CARO's brand elements
- Organizing logistics and managing the overall success of client-facing events, including conferences and selfhosted events.
- Executing individual tasks within CARO's Marketing Plan and other duties as required

QUALIFICATIONS:

- Degree or Diploma in Marketing/Communications
- Minimum 2 years experience in a marketing/communications role
- The communications trifecta: excellent written and verbal communication skills, highly organized and detail-oriented, and above all, a team player
- Proven organizational planning and project management skills
- Proficiency in Adobe, Canva, MS Office (Word, Excel, PowerPoint), and HTML
- Ability to work well under pressure in a fast-paced environment
- Photography and videography skills are a strong asset
- Experience working within WordPress websites an asset

CARO Analytical Services offers attractive potential for career advancement, with competitive remuneration and benefits. If you aspire a career with a thriving, fast-paced and growing company with top quality people, consider CARO.

Please email your resume to hr@caro.ca with "MARKETING SPECIALIST - Richmond, BC" in the subject line.