

CARO Analytical Services is an employee-owned environmental, food and cannabis 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, 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)*

CARO's Marketing Specialist is responsible for getting the right message, to the right person, at the right time via the full gamut of digital media. Candidates must possess a knack for writing, a creative spark, and the ability to carry our brand voice across all published content.

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 social media platforms, including LinkedIn, Facebook, Instagram, and additional channels as needed.
- Understanding the goal, audience, and message of marketing campaigns; creating and issuing branded copy (mailers, website copy, blog posts, case studies, etc.) to suit.
- Passing new leads to sales team using CRM software.
- Working with the sales team in the coordination and preparation of technical proposals.
- 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 implementing actions based on Google Analytics.
- Creating sales resources and tools that are consistent with CARO's brand elements.
- Organizing logistics and managing the overall success of client-facing events, including conferences, webinars, and selfhosted events.
- Executing individual tasks within CARO's Marketing Plan and other duties as required.

QUALIFICATIONS:

- Post-secondary education in a related discipline, preferably in Marketing/Communications.
- Minimum 2 years experience in a marketing/communications role.
- Excellent writing and editing skills, and the ability to adopt our brand voice in all content.
- Highly organized, detail-oriented, and above all, a team player.
- Innovative; generating original solutions and lots of ideas.
- Ability to work well under the pressure of tight deadlines, and in a fast-paced environment.
- Proficiency in Adobe, Canva, MS Office (Word, Excel, PowerPoint), Wordpress, and HTML.
- Photography and videography skills are a strong asset.

CARO Analytical Services offers attractive potential for career advancement, with competitive remuneration, extended health & dental benefits, RRSP and DPSP. 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.