

Copywriter (Mississauga, ON)

We want to hear from you if you can:

- Write like a dream for marketing communication programs including product positioning, product launches, direct mail, e-news, electronic sales campaigns, advertising, PR, trade shows, webinars, social media, sales tools, presentations, website marketing, and speaker programs
- Work effectively as part of a marketing team with members in Toronto and California that conceives, plans, executes, and refines marketing activities for Canada, US, Europe, and Oceania
- Secure speaking opportunities, corporate accolades and awards, and promote customer success stories
- Participate in major internal communications programs
- Attend larger trade shows or PR events to provide on-site management and participate in promoting our products and services to both customers and the media
- Assist in conducting analysis of campaign/event performance, market trends, competitor messaging, etc.
- Recommend, present, and implement strategies for improving the effectiveness of all communications
- Train sales people on effectively using the sales tools and messaging we develop

We'll want you to demonstrate that you have:

- Have a Bachelor's Degree in Marketing, Communications, English, or Journalism
- Have five years' relevant experience in marketing communications
- Can work in a project-based environment that demands efficient multi-tasking, quick action under deadline pressure, ego-free collaboration, transparency, a high degree of proactivity, attention to detail, and a sense of humor
- Can be flexible with changes, and can give and take art direction well
- Are familiar with digital and offset printing requirements, as well as web, email marketing, and social media technologies
- Understand advertising and marketing communications best practices — including mapping writing style to different audiences, good layout, and effective media — to achieve strong sales results
- Have a portfolio including a printed advertising piece, a web page or other electronic communications piece, and a press release – and that you can show how your ideas were successful
- Are proficient with PC versions of Dreamweaver, InDesign, Photoshop, Excel, Word, and PowerPoint. (You won't be expected to function as a graphic designer in this position, but we do want you using these tools to build roughs and deliver copy to others on your team.)
- Are comfortable with or able to learn HTML, Access, and typical CRM systems
- Are able to travel for roughly one-week trips within the United States and Canada for onsite of larger tradeshow, PR events, project coordination, and sales events
- Are fluent in spoken and written English; fluency in spoken and written French is desirable

If you're interested, complete the quick questionnaire at <http://polldaddy.com/s/6B2DB87A83F279D2>