

Digital Marketing & Communications Manager

About XSENSOR Technology Corporation

XSENSOR is the leader in Intelligent Dynamic Sensing. Creating excellent products and satisfied customers is our top priority. For over 20 years, we have delivered innovative products that use pressure imaging technology to improve the comfort, safety and performance of surfaces. Superior products ensure XSENSOR is continually identified as the leader in the markets we serve, including the human performance, automotive, health care, biomechanics and sleep industries. xsensor.com

Job Description

The Digital Marketing & Communications Manager supports the development and implementation of all XSENSOR product marketing messaging strategies to promote XSENSOR's pressure imaging products in the Human Performance, Continuous Skin monitoring, Product Design and Safety Testing and Sleep Improvement markets.

Responsibilities

- Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, eBooks, reports, webinars, infographics, etc.).
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Optimize our marketing automation and lead nurturing processes through email, content, and social channels.
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Blog on an ongoing basis to support and promote your offers and to attract site visitors through search, social media, and email subscribers.
- Writing various types of articles on a wide range of topics for our blog.
- Providing feedback to other contributors and editing other writers' content.
- Optimizing content for search engines and lead generation.
- Conducting analytical projects to improve blog strategies/tactics.
- Growing blog subscribers, converting visitors into leads, and expanding our blog's overall reach.
- Create and maintain product spec sheets, brochures, catalogs, user guides and training resources.
- Event planning, logistics, presence (virtual/live), including working with vendors, event coordinators, and event design teams.

Accountabilities

- Ensuring your marketing deliverables are on track and you are communicating status
- Ensuring all marketing materials are current and available
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
- Trade show & event (virtual or live) communications and display plans are in place, and executed with quality

Work Experience & Skills

- 5+ years marketing experience within a similar role
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content.
- Experience developing marketing content and collateral
- Graphics design experience an asset.
- Knowledge of Microsoft Office Suite, Adobe InDesign and Adobe Acrobat
- Project management experience preferred
- Understanding of Web CMS (eg WIX), HubSpot, Salesforce, etc. and ability/willingness to develop advanced skills

Education

- Degree in Marketing, Communications or related.

Personal Characteristics

- Team player, resourceful and adaptable
- Demonstrated initiative and positive attitude
- Strong organizational, time management and prioritization skills to coordinate multiple concurrent tasks and projects
- Sense of quality and thoroughness to get the job done right; detail-oriented
- Respects and follows processes to perform work efficiently
- Takes responsibility for the results of your work

XSENSOR offers a challenging work environment, competitive salaries as well as a complete range of benefits. If you are interested in becoming part of a successful company, learning about unique products and being part of a dynamic team, send your resume to:

hr@xsensor.com