

## **High-Performance Marketing Assistant (Entry Level)**

### **Description**

The mission of the Marketing Assistant is to help implement / execute marketing campaigns by organizing, executing, and following up on multiple marketing campaigns, as well as tracking campaign success. The marketing assistant will also help find new leads to add to the marketing lists as well as help the current Marketing Manager with other marketing / organizational related activities.

This is an entry level position, therefore prior experience is not needed, but a strong enthusiasm and organization skills are a must.

Note: Training will be provided.

### **Success in this position will be measured in the following outcomes:**

- Your ability to take a leadership role and quickly learn and take over the management of several campaigns, systems and tasks already in process. The ideal candidate will be confident and resourceful enough to quickly take charge of what needs to be done.
- Over the course of 6 months, help implement 2 - 3 monthly ongoing campaigns (oil wells) while maintaining existing oil wells (2 - 3)
- Within 3 months, implement a robust system to track each campaign's effectiveness including (overall costs, cost per generated lead, and cost per converted lead). We have the tools to do the job, we just need the right person to implement them.
- Bring in between 4 - 8 new leads per month (Booked appointments for sales)
- Coordinate production on various marketing campaigns using a variety of media including print production, direct mail, web sites, e-mail, videos, audio, conference calls, webinars, teleseminars and in-person presentations with little supervision.
- Within 6 months, digitize the current (partially digitized) list of prospects and unqualified prospects into CRM for more efficient tracking.
- Within 1 year, attend an industry IT Marketing specific training program in Nashville (2 - 4 days program)

### **Competencies:**

- Organization and planning: You have a high degree of organization and planning skills. If people make fun of how organized you are, we WANT you!
- Attention to detail: You do not let important details slip through the cracks or derail a project.
- Proactivity: You act without being told what to do, you brings new ideas to the company, and you don't wait for direction. When you see something needs to be done, you do it.
- Work Ethic: You possess a strong willingness to work hard and sometimes long hours to get the job done. You have a track record of working hard.
- High Standards: You expect personal performance and team performance to be nothing short of the best.

- Efficiency: You are able to produce significant output with minimal wasted effort or supervision.
- Openness to criticism and ideas: You often solicit feedback, and react calmly to criticism or negative feedback.
- Follow-through on commitments: You live up to the verbal and written agreements, regardless of personal costs.
- Honesty / Integrity: You do not cut corners. You earn trust and maintain confidences from your peers. You do what is right, not just what is politically expedient. You speak plainly and truthfully.
- Enthusiasm: You exhibit a passion and excitement over work, and have a can-do attitude.
- And finally, NO Drama: You are a straight-talking, no-drama person that hates company politics, hidden agendas and other B.S. that just makes everyone less productive and miserable. (We feel the same way and want to keep our zero-drama team environment intact.).

## How to Apply and Hiring Process

You MUST be legally allowed to work in Canada. Period, no exceptions. You must be living in Niagara or be willing to relocate to the Niagara Region.

If you have what it takes to fill this role, please submit a resume and cover letter by e-mail to [resume@b4networks.ca](mailto:resume@b4networks.ca) detailing your previous work history and accomplishments (not just a list of task and job responsibilities), as well as a brief, one-page summary explaining why you think you would make an excellent candidate for this position.