



POSITION DESCRIPTION

Position Title:	Marketing Communications Specialist
Department:	Marketing & Sales
Reports to:	Technical Marketing Lead
Date:	November 2021

*To apply, please send a cover letter & resume to Claudia at claudia@rtds.com.
We thank all interested applicants; however, only those considered for interviews will be contacted.*

Overview

The Marketing Communications Specialist will support RTDS Technologies' overall marketing & communications strategy. Reporting to the Technical Marketing Lead, you will participate in all marketing communications and public relations activities to ensure consistent and engaging messaging about the company's products and solutions.

Position Responsibilities

- With guidance from the Technical Marketing Lead, participate in the execution of the overall marketing communications strategy.
- Coordinate marketing & communications efforts with a focus on message and content development.
- Collaborate with members of the Marketing & Sales team, technical staff etc. in developing content for all marketing collateral, corporate communications and digital marketing including website & social media. This will involve development of engaging, easy-to-read content on technical subjects, providing copy-writing support as necessary, and basic graphic design work.
- Create print and digital advertising content with input from the Technical Marketing Lead.
- Ensure frequent activity on website blog by managing blog post schedule, identifying opportunities for blog posts, and incorporate ideas from the Marketing & Sales team.
- Work with the Event Coordinator to promote and publicize various events.
- Manage visual assets including logos, photo libraries, and stock imagery.
- Create engaging and informative content such as video, presentations, etc.
- Execute integrated marketing communications campaigns.
- Collaborate with external designers on project basis or as needed.
- Seek out and gain expertise on existing, new and emerging customer-facing communication tools. Find new and innovative ways to leverage digital media for marketing and public relations initiatives.

- Produce regular reports on marketing and communication campaigns to track the group's progress on strategy.
- Keep updated with the latest products, features, and organization information etc. Maintain a high-level understanding of product functionality and features through familiarity with existing marketing materials/documentation and training from the Technical Marketing Lead when necessary.
- Assist in reviewing and editing sales/technical presentations to ensure accuracy & consistency in the message and content.
- Other duties as may be assigned.

Qualifications

- Diploma/Certification in Marketing, Communications, Public Relations or related field.
- 2 years of experience in a marketing and communications role, including content development, executing integrated strategic marketing plans, and digital (web, social media etc.) marketing responsibility.
- Must have hands-on experience with Adobe suite (InDesign, Photoshop, and Illustrator).
- Basic photography, videography experience is required.
- Experience in power systems field or power systems background/knowledge is an asset.
- Exceptional communication skills, including both writing and public speaking. Foreign language skills considered an asset.
- Ability to transform complex technical information into a compelling story, using plain language that meets corporate guidelines, is an asset. Strong understanding of communications best practices and strategies.
- Highly organized and detail oriented with the ability to prioritize and coordinate multiple projects to meet deadlines.
- Ability to collaborate with others while also working well independently, taking initiative and a proactive approach.