



GHY INTERNATIONAL
GEO. H. YOUNG & CO. LTD. ■ GHY USA INC.



POSITION DESCRIPTION

POSITION: Marketing Manager
REPORTS TO: VP of US Operations (direct)

Tasks and Responsibilities

- Sales Support
 - Profile, quality, and contact/outreach
 - Prepare Statistic Analysis;
- Research, Profile, qualify and contact/outreach;
- Prepare outgoing communications;
- Assist in revising business proposals;
- Prepare reports relating to sales targets;
- Produce marketing materials
 - Graphs
 - Templates
 - White Papers;
- Prepare meeting agenda and minutes.

Task Descriptions

- On a regular basis, you will assist in creating proposals for potential clients. You will be expected to aid in personalizing the graphics and other visual aspects of the proposal for each client. Also, various fields will need to be altered to suit the client's individual characteristics;
- Create, deliver, and track email marketing campaigns
 - Source contacts
 - Create content
 - Assist with creative direction of landing pages
 - Notify Sales/Consulting of leads
 - Report campaign statistics to BDGS;
- On a regular basis, full company profiles must be created for potential clients accompanied by a possible approach method unique to that client;
- Regularly assist in various marketing campaigns (i.e. blogs, social networking, white papers, etc.), as well as, lend your knowledge and out-of-the-box ideas to GHY's BDGS program for additional marketing campaigns;

- Occasionally, you will need to run reports using the Luxor program in order to display various types of information.

Qualifications

- Bachelor Degree (Commerce, Business Administration, Communications) or equivalent experience;
- Experience in Marketing;
- Well-developed analysis skills using spreadsheet tools;
- Must have a creative eye for design;
- Strong organizational and prioritization skills;
- Ability to work well in multiple teams as well as individually;
- Basic knowledge of SEO and CRM is an asset.

Tools Used

- Luxor Software;
- Microsoft Excel;
- Microsoft Word;
- Microsoft PowerPoint;
- Microsoft Visio;
- Adobe Reader;
- Internet – Search Engines;
- Text Documents (Books/Articles/Journals/Directories).

This position being offered has potential to be an internship position that is funded in part by the Federal government's Sectoral Youth Career Focus program and that as such candidates must meet all of the criteria for the internship. Therefore, as it is a mandatory criterion to receive funding, the candidate may be required to provide a proof of their age to participate in the program.

Interested applicants should respond to the attention of Jocelyn Preston, Human Resource Supervisor, by April 23, 2011 via email to hr@ghy.com. Please include a cover letter stating salary expectations, resume and 2 writing samples.