



JOB OPPORTUNITY POSTING

POSITION TITLE	Marketing Administrator
DEPARTMENT	Marketing
LOCATION	Sudbury Head Office

COMPANY

Vianet is a well-established, customer-oriented telecommunications company located across Ontario. Our passionate employees provide Residential, Small Business, and Enterprise level customers in both urban and rural locations with a wide range of services to suit their unique needs. We offer internet access across a variety of mediums, such as our own Fibre and Wireless infrastructure, which we are continually expanding, as well as over third-party DSL and Cable. We also provide phone service in all our serving areas, as well as high-definition television service in select areas.

JOB SUMMARY

The Marketing department is seeking a self-motivated Marketing Administrator to join our team on a full time basis to contribute to the planning and execution of our advertising, digital marketing, and communication initiatives.

As a Marketing Administrator, you will assist and support the team in many administration aspects of our marketing plan and provide insight and feedback regarding consumer behaviour, interpret key metrics and help create new strategies for a successful future.

The role will include a focus on expanding our social media and digital presence across multiple platforms.

By leveraging your skills, you will actively contribute to achieving our business objectives through the development and implementation of impactful marketing campaigns that reach our target audience and drive business growth.

POSITION RESPONSIBILITIES

Administrative:

- Manage daily administrative tasks for the department.
- Assist in coordination of promotional events and marketing campaigns.

Social Media Development:

- Monitor and engage with the online community, addressing feedback and managing any online issues effectively.
- Assist with Social Media Platform Management (Follower Engagement Management, Content Geotargeting, Post Scheduling and Platform Community Growth).



- Help with website updates and content management.
- Track and analyze digital marketing performance metrics.

Communications and Marketing Support:

- Assist with a variety of communications (Social Media Content, Promotional Emails to Customers, Internal Memos, Press Releases, Website Updates, Flyer Creation).
- Coordinate with team members to create advertising materials and execute marketing initiatives.
- Conduct market research to identify new opportunities.
- Monitor competitors marketing activities to maintain industry-related trends.

EXPERIENCE/KNOWLEDGE REQUIRED

- Post secondary education or 3 years work experience in Social/Digital Media, Marketing or Communications.
- Social Media content writing experience.
- Experience with Social Media platform management.
- Strong analytical skills with a goal-oriented attitude.
- Excellent presentation skills.
- Solid written and verbal communication skills.
- Excellent time management skills with the ability to take initiative, multi-task and prioritize work in a fast-paced environment.
- Full understanding of Microsoft Office products.
- Confidence in dealing with contacts in person or on the phone.
- Professional appearance (including attire and grooming).
- Telecommunications knowledge is an asset.
- Class G License is required.

HOURS OF WORK

Monday to Friday

8:30 AM – 5:00 PM – after hours work as required.

Full-time 40 hours per week

Potential for occasional travel to and from events, may include overnight stays and weekend work.

HOW TO APPLY

If this is a job opportunity you are interested in applying for yourself or have someone you would like to personally refer who has the appropriate background and qualifications, please a current up to date resume and submit via email to careers@corp.vianet.ca fax 705-222-2800 referencing “*Marketing Administrator - Vacancy*” in the subject line. We thank all applicants in advance for your interest in applying, however because of time constraints, only those under consideration will be contacted.

DATE POSTED

September 3, 2024