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## Marketing/Public Relations Rock Star

Does creative energy flow through your veins? Do you tweet, share, and post to social media in your sleep? Do you know what it takes to grow a global brand?

Our team has an array of exciting projects and initiatives on the horizon, and we are looking for the right marketing guru to help us execute them. You will be responsible for telling the world (and company) the story of our product. You will be expected to be our chief advocate for the Ocean Sonics way.

**Ocean Sonics Ltd.** ([www.oceansonics.com](http://www.oceansonics.com)) is a growing, innovative, Ocean Technology company that is currently looking for a creative, social media savvy **Marketing/Public Relations Lead** to take on the challenge of increasing the reputation and awareness of the Ocean Sonics brand. The **Marketing/Public Relations Lead** will provide strategic, editorial, digital, and creative direction through the development and implementation of a broad range of Marketing and Public Relations initiatives. The goal is to increase awareness of the Ocean Sonics brand around the world leading to an increase in sales of the leading-edge products and services.

At Ocean Sonics, We are all Leaders. We are a purpose driven organization that values sustainability, innovation, and collaboration to achieve more as one team. We care about people and our planet.

### Specific responsibilities:

- Drive consistent, relevant traffic and leads through Ocean Sonics existing and new channels and platforms by creating innovative promotional material. This includes digital, email, social media, and content marketing.
- Perform competitive research to understand what's happening in the market, and bring insight about our products and how they could be used in a variety of markets
- Develop Content Marketing strategies for new and existing products and new and existing markets.
- Understand our customers – who they are, what are their needs and why they buy from Ocean Sonics
- Measure and optimize the buyer's journey as it relates to product feature adoption and usage
- Foster productive and value-added relationships that benefit Ocean Sonics through networking with customers and peers across industry, government, and with partners and stakeholders.
- Educate both internal and external stakeholders about our product features and their benefits.
- Speak and present both internally and externally to promote the story of our product.
- Create content regularly to grow the company's footprint (brochures, specifications, videos, blogs, articles, and other creative content).
- Build and manage a rich content/editorial calendar that attracts a qualified audience by optimizing content for search engines and lead generation

- Developing campaigns to promote the Ocean Sonics brand and new products using online platforms like Zoom
- International trade show preparations (virtual and face to face), including working with vendors, event coordinators, and design teams for on-site collateral including launch of new products and services
- Continue building and manage the company's social media profiles and presence, including Facebook, YouTube, Instagram, LinkedIn, Twitter and additional channels that may be deemed relevant
- Maintain and update website (uses WordPress) and SEO
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Create, maintain and report monthly metrics reports on marketing and sales activities, effectiveness, and business impact

**Requirements:**

- Business or Commerce degree or diploma with a major in Marketing or Public Relations
- Strong social media skills
- Excellent written and verbal communication skills - must have a knack and love for writing, a comprehensive understanding of marketing, and using your creativity to successfully establish and maintain relationships with peers, team members and users
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
- Strong project management skills with the ability to prioritize and multi-task in a fast-paced environment with concurrent projects/deadlines.
- Enjoy working in a collaborative, cross-team capacity. This role requires you to work across functions and departments to bring the product to life.
- Create and deliver outstanding presentations
- Language and cultural understandings are an asset when delivering messages to different cultures
- 1-3 years work experience performing similar duties (can include Coops or internships)
- Must be a Canadian citizen, Permanent resident or possess a 2-3 year work permit

This is an excellent opportunity to bring your education and experience to a dynamic team. If you are an energetic team player interested in an exciting challenge, please forward a copy of your resume to [resumes@oceansonics.com](mailto:resumes@oceansonics.com)