

Material Insight is looking for a Digital Marketing Specialist + Writer (part-time)

We help software companies to grow right here in Canada. We do that with marketing services and leadership customized to their stage of growth.

We've worked with more than 50 companies from startup to scaleup and we are looking for a Digital Marketing Project Manager who wants to join on our mission to help B2B tech entrepreneurs to build their companies locally.

This is a part-time position with the opportunity to learn from pros and see what tactics work for different B2B SaaS clients and in different sectors, building your own career and street cred.

Day in the life - what you'll do:

- Work with MI partners to help plan and manage marketing tactics to achieve the growth goals of software companies - usually generating leads, boosting sales revenue or attracting partners.
- Write blog posts with SEO keywords top of mind and social posts with hashtag savvy - all nailing the brand voice of the client, with eagle-eye editing.
- Publish blogs and social media content that rises above chatter to educate and inspire.
- Write engaging, concise website copy and publish it (in Wordpress) with support from our web design and dev partners if the code gets tricky.
- Help plan and write copy for email campaigns (usually in Hubspot or Mailchimp), watching engagement and open metrics closely to learn how to improve.
- Write engaging, concise website copy and publish it (Wordpress sites) with support from our web design and dev partners.
- Conduct web research on competitors, industry events, or key content themes.
- Manage projects to keep the focus on the client goals, on schedule and within budget.
- Track success metrics and help report on marketing impact - can include compiling data from different sources including Hubspot, Google Analytics, Social Media etc.
- Coordinate online events such as webinars including online event set up, and assistance with email, social promotion and content preparation.
- Pitch in on MI's own marketing, polishing of slide presentations, proposals and reports

- We're a work-from-home distributed team so Slack and Google documents keep us connected along with Zoom meetings, and occasional live meetups.

Who we're looking for:

- Diverse candidates with 2+ years of marketing, communications and/or agency experience - if your experience is in B2B software/technology that's a major asset!
- Undergrad or college degree in communications or business preferred but we're open to qualified candidates with unique paths to the experience we need.
- Startup curious! Share our passion to help grow Canada's software companies.
- Part-time help: we estimate 20 hrs/week, with a flexible schedule and opportunity for additional hours.

This job's a fit if...

- You like a fast-paced environment (but no we don't expect you to work long days).
- You're self driven - you like to achieve goals with discipline around budgets and deadlines, and enjoy the challenge of staying clear of top priorities in a busy world.
- You're thrilled by great service and have high standards - it's not just about getting stuff done, it's doing the right stuff and doing it well, hitting client goals.
- You're flexible and adaptable - happy to think on your feet and problem-solve even when things shift last minute.
- You enjoy being part of a team (in our case a team of employees and contractors), working with smart driven people to learn, collaborate, and ask for help when needed.

What's it like at Material Insight?

At MI, we are passionate about making a big impact, and rolling up the sleeves with creative, ambitious Canadian technology entrepreneurs. We're equally passionate about the outdoors, our families, and leading balanced lives.

Our work days are fast-paced and everyone is highly accountable for their individual contributions. For the right people, that makes our team energizing, inspiring, and a great learning environment. We're also small by design, so you get to know and contribute to software companies where you can see first hand the impact of your hard work on their growth.

How to apply & start date

Send a cover letter and your resume to hello@materialinsight.com to start asap in September.