

Marketing Jr.

The Marketing Jr. provides creative ideas and helps Diverse Electronics' achieve its business goals by providing operational and administration support in developing and implementing marketing strategies. The Marketing Jr. collaborates with the marketing team and other Diverse personnel in all stages of marketing campaigns and will play an active role in growing the company's email subscriber lists, developing content for campaigns and maintaining social media accounts.

- Support sales team in the preparation of documents and RFIs (Requests for Information)
- Support sales team with marketing information, presentations & product sheets
- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competition
- Support the Media & Web marketing specialist in daily administrative tasks
- Assist in marketing and advertising promotional activities
(e.g Social Media, Email Marketing, Website Management, Advertising, Event Coordination)
- Help distribute marketing materials
- Assist in the development of Press Releases

Knowledge and skills required:

- Media and web marketing experience, 1 – 2 years, ideally in a B2B environment
- Outstanding organization, communication, and interpersonal skills essential
- Outstanding verbal and written communication skills in English.
- Ability to work in a fast-paced team environment required.
- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques & practices
- Excellent knowledge of MS Office and Adobe
- Familiarity with marketing computer software and online applications
(e.g. Google Adwords, email campaign apps)

Benefits/Perks:

- Competitive salary
- Group insurance
- Voluntary Retirement Savings Plan
- Flex hours
- Personal days
- Full kitchen with coffee and espresso
- Regular company-sponsored outings, company barbecues, annual holiday party

Job Type: Full-time

About Diverse Electronics

Diverse Electronics is a leading North American distributor of electronic components celebrating 28 years in business. Over the years, Diverse has developed an impressive array of customers and is well-regarded in the industry. The company supports its customers with products and solutions from an extensive range of more than 100 world-class manufacturers.