

Parados Cerebral Solutions Inc.

Fredericton, New-Brunswick, Canada
www.parados.ca



Parados is expanding! We are currently looking to fill the following position:

Position title: Marketing Assistant

Parados is a data analytics company that provides athletic organizations with performance optimizing strategies by focusing on cognitive load management. Our platform uses artificial intelligence to help predict and mitigate the risk of head & cervical conditions by combining health monitoring software with wearable devices.

Job Overview

We are looking for a creative Digital Marketing Assistant to be a part of our marketing team. You will be coordinating with the Digital Marketing Manager and the other team members for undertaking all promotional activities. You will be responsible for creating content for the company's social media and web pages, besides, analyzing the online metrics.

You will also be conducting surveys, questionnaires and monitoring the subscriber count on a regular basis. Moreover, you should be able to optimize the company's website to make it SEO friendly. Managing all e-communications, online listings and contacting media professionals for advertisement campaigns will also be a part of your job role.

Drop in your application today if you have the zeal and enthusiasm to make our brand's voice heard loud and clear!

Responsibilities

- Assisting the Sales and Marketing departments with campaigns and events
- Performing administrative tasks such as updating databases and spreadsheets
- Conducting market research and developing effective marketing strategies
- Creating engaging and SEO friendly content for the company's website, social media pages and for press releases
- Coordinating with the Digital Marketing Manager to schedule all marketing activities
- Preparing and conducting surveys/questionnaires to gather consumer feedback
- Communicating with clients and affiliate partners
- Ensuring proper portrayal of brand's image and tone
- Conducting research on latest market trends and keywords
- Drafting marketing emails
- Tracking the subscriber count
- Maintaining the company's all social media accounts
- Attending marketing events and training sessions
- Analyzing and tracking online marketing metrics

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Requirements

- Bachelor's degree in Marketing, Psychology, Journalism or related field
- Proven full time or part time experience as an Assistant Digital Marketing Personnel
- Understanding of SEO tools like Google Analytics, Webmasters, and others
- Knowledge of latest market trends and social media marketing techniques
- Strong computer skills
- Ability to work under pressure
- Excellent communication and organizational skills
- Ability to conduct in-depth research
- Familiarity with different social media platforms like Facebook, Instagram LinkedIn, Reddit, Twitter, TikTok etc.
- Ability to work flexible hours
- Excellent networking skills
- Knowledge of email marketing software like MailChimp, HubSpot, ActiveCampaigns and/or Mautic
- Familiarity with basic editing software like Canva to create brochures and newsletters
- Familiarity with website optimization tools like Hotjar, SimilarWeb and Screaming Frog
- Ability to work in a competitive environment
- Self-started with a passion for learning

Assets for this position include:

- Speaking Spanish and/or French
- An interest in sports, technology, health & wellness.

Necessary soft skills in a startup environment include:

- Adaptability
- Autonomy
- Communication
- Critical Thinking
- Resourcefulness
- Teamwork

Applicants interested in the position are encouraged to submit their resume and cover letter to pascal@parados.ca, include information about your favorite sport(s) in your cover letter.