



Position: Digital Marketing Lead

About Us:

CENGN is Canada's Centre of Excellence in Next Generation Networks. Our mission is to drive technology innovation and industry growth through our test bed, technical expertise, talent development, and partner ecosystem, to enable economic strength and prosperity as well as innovation and competitiveness for Canada in the high-growth global multi-trillion dollar Information and Communications Technology (ICT) industry.

CENGN collaborates with national and global technology leaders, the public sector, and academic partners, to solidify Canada's leadership in next generation networks for the benefit of all Canadians. Our members and partners are a crucial part of CENGN's operation, providing us with the technologies and support needed to enable our service offerings to Canadian small and medium enterprises (SMEs).

By providing Canadian SMEs with the infrastructure and expertise required to test their products, these growing businesses can overcome commercialization barriers. CENGN provides SMEs with full support of the development, validation, and exposure of their innovative solutions. CENGN also develops talent through co-op and internship opportunities as well as training offerings for professionals.

CENGN's ecosystem includes members Bell Canada, Cisco, EXFO, Huawei, Invest Ottawa, Juniper Networks, Mitel, Nokia, Ribbon Communications, TELUS, and Wind River. CENGN also partners with the federal government through the Networks of Centres of Excellence (NCE) and the Ontario government through the Ontario Centres of Excellence (OCE).

What We Offer:

- The chance to be part of the growth of a Canadian company driven by providing opportunity for Small & Medium Enterprise (SME) Canadian companies to succeed
- The benefit of an agile company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged
- The advantage of working with colleagues passionate about their individual contributions to CENGN
- The gain of working with cutting edge and relevant technology
- The opportunity to work in our state of the art physical and virtual multi-vendor, test, certification and validation platform which provides a unique environment to commercialize advanced products, applications and services
- The experience of developing and deploying wired and wireless technologies that are utilized by applications such as cloud, wireless 5G, autonomous vehicles, broadband Internet and cybersecurity

For more information, visit www.cengn.ca

**The Opportunity:**

Reporting to the Marketing Manager, the Digital Marketing Lead contributes to the on-going development of the corporate marketing strategy. By taking a leading role in the creation and editing of website content, developing and producing key marketing and promotional collateral as well as driving online communication; the Digital Marketing Lead supports the organization with their marketing expertise and best practices.

This position involves event management and execution, requiring the employee to be available outside normal working hours sporadically throughout the year.

Key Responsibilities:

- Take on ownership of website, its page creation, navigation, look and feel, and strategic evolution
- Lead digital design to ensure CENGN is optimized for branding, impact, SEO, web development, etc.
- Build long- and short-term strategies for online campaigns to build engagement and increase CENGN's online presence
- Integrate online activities with overall marketing strategy to ensure optimization of CENGN's brand
- Develop content plans and execute on creation and delivery
- Identify the need for and create new collateral which embodies CENGN's mission and promotes its services
- Produce reports and develop strategies by collecting, analyzing, and summarizing key marketing metrics
- Support all departments by providing marketing content and collateral for service launches and public outreach
- Plan events by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and programs; coordinating mailing lists
- Create and maintain a customer database
- Other duties as required

Key Competencies/Qualifications:

- Must have demonstrated experience in content creation, web advertising, social media platforms, website management and SEO (Search Engine Optimization)
- Experience managing a website leveraging WordPress as well as HTML and CSS for content editing
- Experience in mass email campaigns using email tools like Mailchimp
- Graphic Design and experience with the Adobe Creative Suite including Illustrator, InDesign, Photoshop and Premiere Pro, and other design tools



- Experience working with outreach tools: TweetDeck, WebEx, Facebook, LinkedIn, Meetup, Twitter, Instagram
- Video production from start to finish; video strategy, video planning, script creation, videography, video editing, promoting
- Excellent communication skills; particularly in relation to public-facing writing and editing
- The ability to develop action plans based on strategic input, company goals, metrics, and marketing best practices
- High level of creativity in drafting marketing material

Education:

University degree or college diploma in marketing, business, communications or other related and relevant disciplines.

Experience:

The depth of skill we are seeking for successful execution of this role would *usually* be attained as a result of **3** years of experience. Telecom and networking industry work experience would be considered an asset.

Languages:

- English oral, reading and writing
- Competency in any other language could be considered an asset

Interested and qualified candidates are invited to forward their resume in confidence to CENGN by email to hr@cengn.ca. Please use "**Digital Marketing Lead**" as the subject line.

CENGN reserves the right to remove this posting prior to the application deadline. CENGN thanks all applicants for their interest, however, only those selected for an interview will be acknowledged. CENGN is an equal opportunity employer.