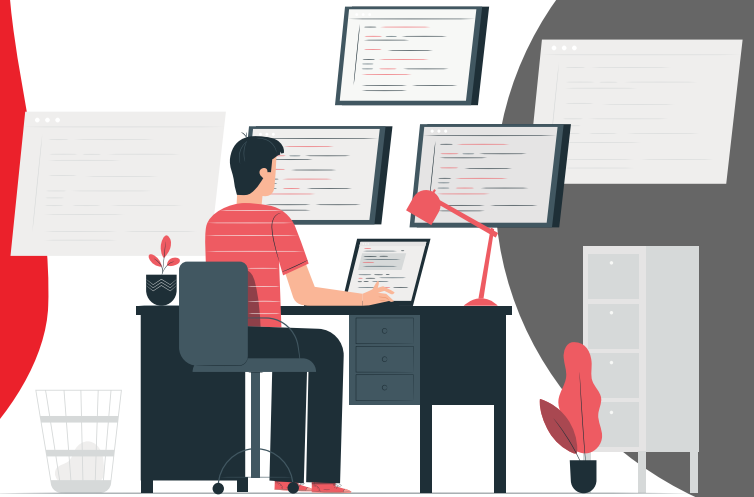




Join our team!

Content & Digital Media Specialist



CENGN is Canada's Centre of Excellence in Next Generation Networks. Our mission is to drive innovation and adoption of advanced networking technologies in Canada through our Living Labs and advanced networking infrastructure, technical expertise, talent development, and partner ecosystem, enabling the digital transformation and competitiveness of Canadian industry and the commercial growth of Canadian digital technology solutions.

With the digital transformation opportunity valued at over \$200 billion in Canada, it is clear the new competitive landscape is being driven by digital innovation and the ability to integrate this technology across industries. Join our team, as we work with our ecosystem of technology, innovation, government, and academic partners to build Living Lab testing infrastructure and deliver services that accelerate the testing, validation, demonstration, commercialization and adoption of digital innovation across Canada.

For more information, check out: <https://www.cengn.ca>

The CENGN Advantage



Career Development

An agile company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged



Canadian Innovation Support

Be part of an organization that drives innovation by providing Canadian start-ups and scaleups as well as tech students and professionals the ability to succeed



Great People

The advantage of working with colleagues passionate about their contributions and united under the same mission



Work Where You Work Best

Remote environment to suit your individual professional and personal needs

Benefits

- Attractive and Competitive Group Benefit Plan
- Phone plan reimbursement
- Employer paid RSP contribution with no matching requirement

Wellness and Development

- Annual fitness allowance
- Wellness webinars, lunch and learns, and social events

Vacation and Time Off

- Three weeks vacation plus personal and sick days
- Annual Christmas shutdown

The Opportunity

Reporting to the Marketing Director, **the Content & Digital Media Specialist** contributes to the execution of CENGN's corporate marketing strategy. This role leverages their own knowledge, experience and AI in the production of marketing content, including key online communications and the development of service-based promotional collateral. They are also responsible for driving online traffic, community engagement, and company brand awareness through analysis of metrics, value-based marketing, website content updates, and the continuous refinement of both paid and organic content development creation.

This position involves some travel across Canada for event attendance and management, which may require availability outside normal working hours sporadically throughout the year.

Location: Ottawa

Salary: \$60,000 - \$75,000

Vacancy Status: This posting is for an existing vacancy. We are hiring for 1 position.

Language requirements: French/English – Bilingual preferred



Key Responsibilities:

- Develop content that engages our target audiences and develops our lead funnel, while also being optimized for impact, SEO, GEO (Generative Engine Optimization), keywords, and brand positioning.
- Leverage AI tools to accelerate and enhance content creation across formats including blog posts, social media copy, sales collateral, email campaigns, and other marketing materials, ensuring all AI-assisted output is reviewed, refined, and aligned with CENGN's brand voice.
- Build long- and short-term action plans for multi-channel online campaigns to build engagement and increase CENGN's online presence.
- Launch and manage digital paid advertising campaigns across LinkedIn and Google/YouTube, including audience targeting, budget management, ad copy, creative coordination, and performance optimization.
- Manage and maintain CENGN's website, including content updates, landing page creation, performance monitoring, and ensuring a strong user experience and SEO/GEO health.
- Support CENGN's event initiatives, including advertising, program development, execution, and retrospectives.
- Attend innovation and industry events as needed to support the business development team, representing CENGN and contributing to lead generation and brand visibility efforts.
- Take a leading role in the creation of new collateral and case studies which embodies CENGN's mission and promotes our services.
- Produce reports measuring our success externally by collecting, analyzing, and summarizing key content marketing metrics.
- Support the growth of CENGN's social media, newsletter, and blog in order to nurture a community of engaged viewers, increasing brand exposure and awareness.
- Other duties as required.



Key Competencies/Qualifications:

- Must have demonstrated experience in content creation, web advertising, social media platforms, website management, SEO (Search Engine Optimization), and GEO (Generative Engine Optimization).
- Hands-on experience using AI tools (e.g. ChatGPT, Claude, Jasper, or similar) to assist in content creation, with the ability to prompt effectively and critically edit AI-generated output.
- Hands-on experience with CRM (eg. Hubspot), marketing automation, email workflows (eg. Mailchimp), lead nurturing, and campaign performance tracking, with the ability to manage and optimize inbound marketing activities.
- Experience planning and executing paid digital advertising campaigns on LinkedIn Campaign Manager and Google Ads (including YouTube), with a strong understanding of targeting, bidding strategies, and performance metrics.
- Experience updating and posting on a content management system such as WordPress, including basic HTML page-building, plugin management, and site health practices.
- Experience in designing and executing mass email campaigns that engage targeted audiences and enable lead generation.
- Experience working professionally with outreach and social media tools, like X, Facebook, LinkedIn, Hootsuite, and Eventbrite.
- Experience working with data analytics and keyword research tools (Google Analytics, Google Search Console, SEMRush).
- 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.
- A self-starter who can manage multiple coinciding priorities in a fast-paced work environment.

Nice to have:

- Basic graphic design understanding and experience with the Adobe Creative Suite, including Illustrator, InDesign, Photoshop, Premiere Pro, and other design tools.
- Basic understanding of video production from start to finish; video strategy, video planning, script creation, videography, video editing, promotion.



Education:

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



Experience:

- The depth of skill we are seeking for successful execution of this role would usually be attained as a result of **2-4** years of experience. Telecom and networking industry work experience would be considered an asset.

Interested and qualified candidates are invited to forward their resume in confidence to CENGN via [CENGN's Application Portal](#).

Follow us on LinkedIn for more CENGN Career Opportunities!



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.