

## Communications and Digital Marketing Specialist - Architectural Lighting

Department: Marketing Department.

Reporting: Head of Marketing

Location / Type: On-site

Salary: Industry Related

### Job Summary:

- As an experienced communications and digital marketing specialist, you are a voice for both internal and external communication;
- With expertise in PR and media relations, you're well-versed in building solid working relationships with key contacts and successfully elevating an organization's presence;
- With your digital skills you are a wizz at tech platforms and a digital marketing guru;
- You are a social network specialist that can identify and build rich content, then write compelling copy to compliment it;
- You believe in rolling up your sleeves to help get the work done;
- You are a well-travelled individual that is interested in different cultures, art and self development;
- You appreciate beauty and excellence in all forms (art, technology, people, nature);
- When joining the GVA Team, you will be a part of a company that creates beauty through light, art through landmark projects, products that are at the forefront of technology, and it will be your job to communicate that to the world;

### Responsibilities:

- Developing communications strategies and plans for corporate and external initiatives;
- Writing, editing and distributing a variety of communications materials varying from press releases, backgrounders, communications plans, reports, correspondence and newsletters to corporate website content;
- Build and execute marketing automation campaigns and assets including landing pages, forms, automation rules, and email lists;
- Create and carry out communications and digital marketing plans including developing relationships with industry partners;
- Work closely with stakeholders in sales, marketing, agents and partners on content, thought leadership, events and product launches to drive new opportunities;
- Manage company PR agency, annual events and symposiums;
- Complete quarterly and annual analysis on digital and PR channels to provide reports to management;
- Develop outcome-oriented and data-driven digital and social media campaigns to acquire new customers and drive new opportunities;
- Take the lead in holistic social implementation, including creative recommendations, copy, and posting cadence;
- Ensure best social and brand standards are followed across all social channels;

- Producing PowerPoint presentation decks for sales, staff meetings, presentations and special projects;
- Engage with online community to continually drive positive experiences and engagement;
- Generate new social media and PR campaign ideas aimed at gaining support for GVA's marketing, communications and public affairs framework and advocacy related programs.

#### About You:

- 5+ years of experience in marketing and communications;
- A degree in journalism, public relations, applied communications, architecture, or a related discipline;
- Experience working in public relations, corporate communications, or a media.
- Strong communication and project management skills;
- Mastery of written English style, grammar, syntax and punctuation. Keen eye for detail and ability to edit written copy and spot errors;
- Ability to adjust writing style for the audience of a particular communication;
- Familiar with communication best practices and how to communicate effectively;
- Demonstrated expertise in writing compelling and creative copy for the necessary medium;
- Data-driven approach to digital marketing, analysis, reporting and recommendations;
- Proven technical experience with MS Office, Google Analytics, Adobe Suite, and email marketing programs;
- Knowledge of current trends in print, electronic communications and social media;
- Experience writing effective ad copy for best conversion (PPC copy, paid social ads, emails, landing page copy and SEO content);
- Able to interpret information and conduct research, if needed;
- Superior interpersonal skills, able to work with a wide range of people and various skill levels.
- Ability to work collaboratively and in a team;
- Ability to juggle and prioritize multiple projects at once and complete by stated deadlines;
- Knowledge of different languages is a bonus;
- Industry experience in architectural lighting or in architecture is a bonus;

#### Why GVA?

- You will receive a competitive salary based on skills and experience
- You may take pride in having participated in landmark projects at home and around the world
- When you work with us you can qualify for professional development, employer sponsored health benefits and retirement savings plan

Send your resume and LinkedIn profile link to [hr@gvalighting.com](mailto:hr@gvalighting.com)

*GVA Lighting is proud to be an equal opportunity employer committed to the attraction, selection, advancement and fair treatment of all individuals. In accordance with the Human Rights Code and Accessibility for Ontarians with Disabilities Act a request for accommodation will be accepted as part of the GVA Lighting hiring process.*

*We thank all the candidates for their interest in GVA lighting, however only selected candidates will be contacted.*

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