

Marketing Specialist

Heavy Industries builds some of Canada's most interesting public art and creative construction projects and are currently looking for a Marketing Specialist to join our team-based environment. In this role, you will get to participate in some exciting future projects, including a newsletter campaign, website development, social media campaign, the Heavy Way video and develop new material/product feature/data sheets!

PRINCIPLE RESPONSIBILITIES

- Write, design, and provide layout and editorial support for both internal and external communications and marketing materials, including the monthly newsletter and proposal writing
- Maintain and update company website
- Assist in the coordination of client events and their marketing support materials
- Craft and execute new marketing ideas and initiatives
- Help build and maintain long-term business relationships with our clients
- Ensure alignment of all marketing collateral
- Manage social media sites
- Coordinate video, photography & graphic design
- Liaison with staff from various departments to manage the needs and creation of new marketing materials
- Design, compile, and create personalized corporate materials and information about Heavy
- Manage and prepare cost/budget information on marketing materials
- Undertake other ad-hoc duties related to marketing and general duties as required

WHAT IS IN IT FOR YOU?

- Job Satisfaction:** You will get to directly participate in some of Canada's most interesting (and high profile) creative construction and art projects.
- Job Variation:** You will never get bored in this fast paced environment. Every project is different and every day comes complete with its own unique challenges and problems for you to solve.
- Job Opportunity:** You will be exposed to opportunities to grow and develop our relatively young business into one of the world's premiere manufacturing companies. We have not plateaued and do not plan on doing so any time soon.
- Culture:** You will get to work with fun, dynamic and highly skilled people that are driven to succeed.
- Remuneration:** You will be paid relative to the experience you bring and your accomplishments; you will be rewarded with company success. You will get a company phone, plenty of vacation, and be added to our benefits program.



QUALIFICATIONS

- University Degree in professional Marketing, Graphics Design, or related field
- A minimum of 4-5 years' proven experience in Marketing, preferably in the manufacturing or construction industry
- Thorough understanding of marketing elements (including traditional and digital marketing) and market research methods
- Exceptional attention to detail with the ability to provide solutions that meet the required needs
- Strong time management, communications, and organizational skills
- Ability to write and edit with both a creative and technical approach
- Capable of multi-tasking efficiently and manage pressing deadlines
- Desire to work in a fast-paced environment independently and as a team player
- Knowledge in any of the following programs is considered an asset: Adobe Creative Suite (Adobe Photoshop, Illustrator, and InDesign), Adobe Premier Pro, Web (WordPress and Prezi), Microsoft Office (Word, Publisher, PowerPoint, and Excel), Facebook and LinkedIn

If this sounds like the right opportunity for you, please send your resume to careers@heavyworld.ca with "Marketing Specialist" in the subject line.

About Heavy Industries

Heavy Industries has been beautifying the built world since 2003. As a custom fabricator based in Calgary, Heavy Industries has manufactured and installed some of Canada's best known public art sculptures and most complex architectural projects. Through technology, experience, and expertise, Heavy Industries has become a single source for designing, fabricating, and installing sculpture and custom features for artists, architects, and design professionals. In our world, iconic designs and creative places are built without compromise.