



## A little bit about us

Virox® Technologies Inc. is a leading research and manufacturing company, dedicated to arming the entire spectrum of global markets concerned with infection control and biosecurity with our state-of-the-art, patented, Accelerated Hydrogen Peroxide® (AHP) technology.

We are based in Oakville, Ontario and are committed to fighting the war against microbes! Designing revolutionary, sustainable, and safe disinfectants excites us. So does innovating, formulating, educating and being... deliberately different!

We like to work hard, play hard, and challenge the status quo.

We are constantly seeking new ways to transform ourselves and our role in disinfection and are currently on the lookout for a Marketing Coordinator that shares our passion for safety, biosecurity, infection control, sustainability, and pushing the bounds.

If you're someone that likes to work hard, play hard, is a self-starter that thinks outside the box, values team work and finds the fight against microbes fascinating, keep reading. This could be a great partnership for both of us.

## The Marketing Coordinator

The Marketing Coordinator is responsible for developing and measuring the success of content marketing campaigns to attract new prospects to our brand within the Animal Health Market.

## A day in the life of a Marketing Coordinator at Virox might include...

- Managing users, content and files in HubSpot to ensure proper formatting, accessibility, and performance.
- Working with partner agencies to develop, execute, analyze and improve content marketing campaigns through creating and managing email programs, messages, landing pages, forms and behavioural scoring.
- Collaborating with the product strategy and strategic alliances departments and partner agencies to develop marketing content and materials such as infographics, guides, sales aids, implementation materials, video etc.
- Administering print and digital advertising campaigns with publishers.
- Pitching in with projects and tasks, as they come up.

## Does this sound like you?

- You have a college diploma in marketing, business or other relevant program.
- You have at least 1 year of experience in a marketing role.
- You understand and know how to apply the Buyer's Journey, Customer Personas and other marketing research.
- You're familiar with using marketing automation software, including: email programs, landing page programs, CRM programs, marketing automation analytics, and A/B testing.
- You are familiar with Office 365, SmartSheet project management software or similar applications.
- You are organized, keen on the details, and are able to think strategically and work your way through operational issues.
- You enjoy collaborating with others and keep moving ahead, no matter what happens.
- You thrive in a fast-paced environment and are able to manage multiple projects and deadlines simultaneously.

## What's in it for you?

- A chance to be a part of a growing marketing team that is committed to building brand and technology awareness.
- A chance to be a part of a team that loves to have fun, innovate, educate, and formulate.

- An opportunity to experience something deliberately different, while continuing to grow, develop, and learn new things.

### Want to join the adventure?

If so, then tell us a little bit about yourself by forwarding your resume to: [jobs@virox.com](mailto:jobs@virox.com).

*Virox Technologies Inc. is committed to providing accommodation for individuals with disabilities. Accommodation will be provided upon request in all parts of the hiring process as required in accordance with the Virox Technologies Inc. Accommodation Policy. Candidates requiring accommodation are asked to make their needs known in advance.*

*We sincerely thank all applicants who express an interest in this role; however, only those candidates being directly considered will be contacted.*