

Netsweeper is seeking a skilled **Marketing Specialist** to be an integral contributor to our team.

Netsweeper Inc. is a leading provider of application and Internet content classification solutions for businesses, educational institutions, government organizations, service providers, carriers, and OEM partners around the world. Netsweeper's solutions supply IT managers with web security tools necessary to optimize network usage while providing all users with a positive, productive and safe Internet experience. Founded in 1999, Netsweeper Inc. is headquartered in Waterloo, Canada's technology triangle with offices in the UK, the Netherlands, India, and Dubai, including integrators and resellers worldwide.

To be an effective team member, you will have these:

Responsibilities:

- Creating, executing and managing multiple marketing campaigns for internal and external use
- Assisting sales personnel and various departments to achieve business goals through various marketing activities
- Performing data analysis and research along with ongoing marketing metric reporting

Qualifications:

- College/University degree preferably in Marketing (Digital), Web Development or Communications
- 2+ years partner marketing experience in technology / software
- Excellent copy writing skills as well as an eye for design
- Excellent written and oral communication skills
- Strong project management skills and ability to work effectively on your own or on with a variety of teams
- Experience working closely with sales
- Experience in creating Sales Enablement Tools; i.e., white papers and data sheets
- Experience in coordinating trade show activities
- Knowledge of the various paid marketing channels and technologies, including paid search (Google AdWords), retargeting, social network advertising (Facebook, Twitter, LinkedIn and more), and content syndication networks

- Proven SEO experience
- Outstanding problem solving and analytical skills, including resourcefulness, attention to detail, and comfort tackling ambiguity
- Working knowledge of HTML, CSS
- Expert knowledge of current SEO and inbound marketing practices
- Proficiency in WordPress

What We Offer:

- Health and Dental benefits
- Health Spending Account (HSA)
- Three weeks' vacation to start in the first calendar year of employment
- Financial assistance for job-related PD (annually)
- Opportunity to work with talented colleagues
- Snacks & coffee to keep you alert and motivated
- Flexibility within one's work schedule to assist with work-life balance challenges
- Team activities and events
- Casual, comfortable office environment in which to work
- Free on-site parking as well as convenient access to public transport

The salary range for this position is **\$50,000 - \$60,000 CAD**.

If you are looking for an opportunity to learn new skills and join a progressive, leading-edge company, apply today at careers@netsweeper.com. Along with a Cover Letter, please include "**Marketing Specialist**" in the subject line.

Netsweeper Inc. is committed to fostering an inclusive, accessible work environment, where all employees feel valued, respected and supported.

Netsweeper Inc. offers accommodation for applicants with disabilities as part of its recruitment process. If you are contacted to arrange for an interview or testing, please advise us if you require additional accommodation.