
Marketing and Social Media Management Specialist - Bilingual Technology – Montreal / San Francisco

Overview

We are looking for a marketing and social media specialist to join our teams in Montreal and San Francisco. As we are expanding internationally in the recruitment field, we are looking for an innovative and team-oriented individual who is keen on increasing the company visibility. The person will be responsible for marketing, creating and writing content for our different divisions, with the goal of increasing brand awareness, brand visibility and community engagement.

What You Will Do

- In collaboration with the team, create original content for social media (writing, photos, videos);
- Work closely with the team to help draft ideas;
- Collaborate in the creation and implementation of the marketing plan and the advertisement strategy;
- Daily management of the social networks communities and partner platforms;
- Ensuring impeccable customer service by responding to private messages and moderating comments on social media;
- Make electronic follow-ups (by telephone if necessary) with potential users;
- Plan, manage and feed all social media content (Facebook, Instagram, Twitter, LinkedIn and others);
- Write articles, messages and publications related to our target market for both digital and traditional media;
- In collaboration with the team, design the company graphics and digital visuals;
- Upload content to social media;
- Assist the team in the organization of public and promotional events;
- Assist the team in creating and monitoring the production of communication tools;
- Execute various projects related to community growth;
- Collaborate in the optimization of the SEO website, SEM with the help of resources;
- Execute and analyze performance reports using different tools;
- Support the team in other marketing projects and initiatives;
- Research markets, clients and potential projects;
- Actively participate in the deployment of the business development strategy;
- Support management in the early phases of customer approach;
- Collaborate with the organization of development meetings by preparing all the necessary technical material for the presentations;
- Have internet access, and the ability to work remotely (possibility of telecommuting);
- Various administrative tasks and other related tasks.

Skills & Qualifications

- Bachelor's degree in marketing, communications, or other relevant expertise;
- You are a graduate or you have a few years of experience;
- You have relevant experience in promoting companies and products on social media;
- Strong interest and experience in marketing;
- Bilingualism required (French and English);
- Excellent writing skills (French and English);
- Great interest in wanting to evolve in a fast-growing company;



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- Ability to use global strategies to turn them into concrete actions;
- Good social media skills and be on the lookout for emerging technologies;
- Knowledge in developing a marketing plan;
- Knowledge of the following tools: Analytics, Google Ads, Facebook Ads, and others;
- Experience in creating and developing best practices for web marketing within an organization;
- Excellent knowledge of the web and all main social platforms;
- Knowledge of Microsoft Office Suite and Google G-Suite tools is an asset;
- Must be an excellent team player;
- Sense of organization, priorities, attention to detail and team spirit;
- Creativity, curiosity and interest in staying abreast of new trends on the web and in marketing;
- Strong interpersonal and communication skills;
- Professional autonomy, rigor and good judgment;
- Be able to work virtually;
- Possibility of full time or part time.

Why Join?

Join a dynamic and renowned International team working in a very dynamic and highly collaborative environment. We operate with a high level of integrity and this has earned us unparalleled respect in our industry.

The organization. A leader in its field of technology, artificial intelligence and recruitment.

The role. An opportunity to showcase your creative, organizational and versatile skills.

The people. Professional marketing people who like to work in a team.

Your Next Steps

Email your resume in **word format** to gcouturier@radarhh.com. Please quote **project #106723** in the subject line. radar promotes the highest standards of integrity and principles of quality, diversity, equity, and ethical practice. We thank all those who submit their résumés. Only those selected for further consideration will be contacted.