

Marketing and Customer Experience Director

We build disruptive technology that is revolutionizing how things are tracked.

At RedLore, we keep track of all physical objects making up our world: crucial equipment allowing a factory to produce, hardware keeping a construction project on schedule, an employee working in a potentially dangerous area.

Whether you are a development engineer, a sales associate, or a supply chain manager, at RedLore our people are passionate about inventing and building novel technologies to solve real-world problems. We love that our technology makes our customers more successful and the world around us a more enjoyable and environmentally friendly place.

At RedLore, we believe that applying our talents, enthusiasm and teamwork are the keys to reaching not only our company goals, but also to achieving personal growth. Our culture is a combination of pushing for the best of what is within us while at the same time fostering a sense of fun along every step of the journey.

If you are result-driven, ambitious, and passionate in your job, we'd love to hear from you!

As a Marketing Director your responsibilities include

- Developing, implementing, and managing marketing strategies and tactics to boost digital presence and generate more traffic and leads.
- Understanding the pulse of the industry and being on top of the moves of competitors by screening marketing content across the industry.
- Developing content and evolving our WordPress website with an eye on SEO.
- Copywriting press releases, blogs, white papers, and brochures together with our product specialists.
- Taking the lead on creating rich content such as animations and videos.
- Managing multi-channel campaigns including email, social and organic search.
- Interact with customers for quotes and testimonies.
- Support in organizing trade shows and webinars.
- Helping us to establish thought leadership in our area of expertise.

What's in it for you?

- A versatile job that can evolve in many different ways as the company grows.
- A thrilling and fast-paced working environment, where new ideas are brought to life on a weekly basis, where your ideas are taken seriously, and your work has a direct impact on the success of the company.
- A personal growth platform in tandem with the growth of the company.

Experience and skills important for success

- Native English speaker.
- At least a few years of digital marketing experience.
- Experience with CMS (WordPress) and SEO.
- Experience with Social media campaigns (Facebook, Instagram, and LinkedIn) and with Google Ads (Adwords and Ads).
- Experience with email campaign platforms like MailChimp.
- Data-driven approach to marketing.
- Highly structured and organized, and a highly analytical way of thinking and working.
- Strong communicator.

Other valuable qualifications (but not a deal breaker)

- Desktop Publishing
- Located in the Ottawa area

Inclusion at RedLore

We fully embrace diversity at RedLore because we know it makes our company stronger, regardless of gender, sexual orientation, race, religion, political affiliation, age, and disabilities. If you are an intelligent, creative, and results-driven individual, that is the only thing that matters.