

JOB TITLE: Marketing Specialist
EMPLOYMENT TYPE: Full-time
DEPARTMENT: Marketing
REPORTING TO: Sr. Marketing and Communications Manager

WE ARE WATERLOO EDC, THE INVESTMENT PROMOTION AGENCY FOR WATERLOO REGION

Waterloo EDC makes things happen in Waterloo Region. We are a dedicated B2B sales and marketing team committed to attracting new international investment and helping local companies expand. Since inception, we've helped attract more than \$2.1 billion in new investment to our community.

Our organization is a one-stop concierge service for those looking to locate, relocate or expand in Waterloo Region. We are a central connector for companies to the Waterloo ecosystem and assist with data collection, government funding programs, talent and immigration and more. We strive to be collaborative, professional, forward-thinking, smart and approachable. Working at Waterloo EDC means pursuing new ideas, learning, delivering results and having an excellent work-life balance.

We're adding a curious, driven and content-focused professional to our marketing team in an entry level role.

THE TEAM YOU'LL JOIN

In this role, you will be an important member of the Marketing team, working across all key functional areas, including content, social media, lead generation and operations. We work with the Business Development team to attract new investments to Waterloo Region, strengthen the awareness and brand equity of our community and build strong relationships with potential clients, key intermediaries, stakeholders and partners. We strive to be flexible, nimble and have a bias for action.

We are results focused and are increasing our marketing, communications, digital and internal lead generation capacity and capability. As an early step in the marketing career path, this role will be involved in all areas of our marketing function and the successful candidate will have the opportunity to continue to develop their full B2B marketing skillset.

Our small but mighty team works in a hybrid format (2 days in-office per week), with a beautiful space inside the Communitech Hub.

YOUR ROLE

- This hands-on entry level role will play a key role in the development of content, especially on our blog and website, as well as social media posting and calendar management
- You will support key functions including content updates, data collection, sales enablement and more
- Core Responsibilities:
 - write regular articles for the Waterloo EDC blog and help edit website content
 - lead our social media posting and content development, and support the ongoing development of social media strategy
 - update data and copy in existing published content in line with our update schedule
 - lead and optimize our sales enablement platform (DocSend) and content distribution process
 - support the creation of customer and thought leadership video
 - support sales enablement projects, as necessary

YOUR EDUCATION AND SKILL REQUIREMENTS

- Applicable post-secondary degree in Business, Humanities, Social Sciences or related discipline
- Technologically savvy with strong attention to detail and ensuring completed work
- Passionate about social media and the impact and contribution it can make to a B2B organization
- Strong organizational skills – able to balance numerous competing priorities
- Naturally curious and confident, you enjoy trying new things and want to build your marketing prowess
- Great communication skills are a must
- Robust problem-solving skills – you use research, analytics and creative thinking to adapt and find solutions
- You are a team player and a self-starter. We move fast, work together and get the job done
- You are passionate about the Waterloo Region community!

The deadline to apply is June 12th, 2025. Please send your cover letter and resume to careers@waterlooodc.ca. Please put "Application: Marketing Specialist (Your Name)" in the subject line. Resumes submitted after the deadline will not be considered. Note: only applicants selected for interviews will be contacted. We are committed to workplace diversity and inclusion, and thank all applicants in advance. Accommodations are available during all stages of the recruitment process in accordance with the Human Rights Code. If you require accommodation, please contact us at careers@waterlooodc.ca.