

## Marketing Specialist

jane@synergy1cc.com

Phone :

Web :

# Drivewyze<sup>®</sup>

### Job Summary

---

Vacancy :

Deadline : Jun 20, 2024

Published : May 20, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

---

### Who Are We:

Drivewyze is more than just a tech company – we are a connected truck solutions leader that is revolutionizing safety and sustainability in commercial vehicle transportation. We are committed to bettering the experience of drivers, fleets, and public agencies towards a vision of zero crashes, zero fatalities, and a sustainable transportation system.

We are on a mission to revolutionize highway safety and efficiency and we are looking for great talent to be part of our success story. Our Drivewyze Marketing team defines our brand voice and style and the truly creative and ground-breaking ways that we communicate with our prospects and customers. As someone who helps create, deploy, and measure the results of our marketing campaigns, and who helps feed our sales funnel, you'll play a key role in our success.

### What You'll Be Doing:

This role will help create powerful messaging tailored for our diverse markets and users, delivered through many different digital channels. Here, you will get a chance to show off your excellent visual and written content creation, and campaign and project management skills. You will touch almost every marketing team project, by brainstorming on engaging campaigns and collaborating on collateral development, your creative work will resonate with targeted customers and prospects and will be delivered in the form of an online newsletter, blog, social media images, slides, books, videos, campaigns and more.

**Location:** Edmonton (Hybrid) - would report to office twice per week

**Reports to:** Marketing Director, Creative Content

**\*\*This is a temporary role that is expected to last until November 30, 2024, with the possibility of extension**

### Job Accountabilities include but are not limited to:

- Collaborating with stakeholders to develop project briefs, set timelines, and report on project progress. A key focus of this role will be developing project plans, coordinating activities, and ensuring projects plan progress against plan.
- Assisting with the creation and maintenance of marketing content, case studies, sales collateral and presentations, sales and customer training materials, videos, advertising, social media content, event messaging, and other public-facing messaging. At times this will include conceptualizing, designing, and executing a variety of collateral, developing layouts for production, and working with Adobe Creative source files in a graphic design capacity.
- Leading social media efforts, including content planning and engagement to support partner and other business unit activities. This includes:
  - Developing and executing brand-aligned social media content plans.
  - Creating engaging content across platforms, edit posts, and promote campaigns.
  - Managing a consistent, high-quality social media posting schedule.
  - Responding to queries professionally and promptly.
  - Supporting social influencer programs and events for brand exposure.
  - Staying updated on social media marketing best practices and trends.
  - Asset management within the Creative Content ecosystem
- Analyzing channel and campaign performance and analytics, tracking, measuring, and reporting on results, and recommending opportunities for improvement.
- Coordinating with cross-functional teams to gather assets for marketing digital channels.
- Performing additional tasks to support the marketing team.

### Requirements

- Bachelor's degree in graphic design, journalism, communications, marketing, or a relevant field. Equivalent experience will also be considered.
- 2-3 years' experience in a corporate or agency setting providing social media expertise and graphic design.
- Proficient with Adobe Creative Suite, Illustrator, Photoshop, InDesign, Microsoft Office and PowerPoint
- Proficient in social media channel management and analytics tools.
- Excellent multitasking, time management, and attention to detail.
- Adaptable to fast-paced environments.
- Strong written and verbal communication skills in social media.
- Strong team player with interpersonal skills.

### Not sure if you qualify? Consider applying anyways!

*We understand great talent may come from a variety of workplace experiences and backgrounds. A better future depends on new and diverse voices at the table. We'd love to hear from you!*

### By joining us you will enjoy:

- Great people to work with in an inclusive and collaborative culture
- Medical and Dental benefits
- Flexible work options
- Social initiatives - virtual games and contests, pickle ball, basketball, ping pong, foosball, darts, you name your game!

### Work with us because you believe in what we do.

Want to be part of a team whose mission is to save lives by reducing commercial transportation fatalities? How about being part of a tech company that continues to disrupt industry with new ideas?

Although technically, we have been in business for almost 20 years, we are proud to have maintained a start-up feel with each team member acting like owners modeling our values:

- **Create Exceptional Experiences.** Think like a customer, colleague, partner, and stakeholder. Strive to go above and beyond and have a positive impact on others.
- **Drive to Succeed.** Be purposeful and accountable. Persevere through challenges and seek ways to enable success. Operate with speed, agility, and excellence.
- **Empower and Lead.** Take the initiative and be proactive. Identify problems quickly and help tackle them. Have a voice, share ideas and give constructive feedback. Encourage others to do the same.
- **Disrupt Creatively.** Be curious, explore ideas without bias, and fearlessly try new things—Foster innovation with diversity of thought. Merit ideas, not titles, and learn from failure.
- **Cultivate Relationships.** Build credibility and influence with integrity, honesty, and commitment. Seek win-win outcomes and lead with transparency and high ethical standards.
- **Raise the Bar.** Continually improve and grow. Build for the future, develop capability, and help others to learn. Take risks and aim high. Don't iterate when you can change the game.
- **Play as a Team.** Navigate with genuine care, respect, and inclusiveness. Create momentum through time-saving collaborative partnerships. Celebrate successes and have fun.

### Our Journey and Culture

As an organization, our innovative and collaborative culture is woven into the fabric of our DNA and seen through our interactions with one another. Our teams work together to solve problems that have a real-world impact, with all voices being heard at the table, and we believe respectful and inclusive idea-sharing is fundamental to our ability to continue to push into uncharted territories. Our roots are deep with almost 20 years of cultivating relationships and expertise, and our footprint across North America is a testimony of our ability to disrupt the industry and change the game. Our incredible journey has been built with teamwork, creativity, and humbly brilliant people ready and willing to explore new possibilities together.

Drivewyze is an equal-opportunity employer. All qualified applicants will be considered for employment regardless of race, color, religion, sex, national origin, disability, or protected veteran status.

**Education & Experience**

---

**Must Have**

---

**Educational Requirements**

---

**Compensation & Other Benefits**

---