CENGN

Join our team!

Content Marketing Lead - French/English Bilingual Preferred

CENGN is Canada's Centre of Excellence in Next Generation Networks. Our mission is to drive innovation and adoption of advanced networking technologies in Canada through our Living Labs and advanced networking infrastructure, technical expertise, talent development, and partner ecosystem, enabling the digital transformation and competitiveness of Canadian industry and the commercial growth of Canadian digital technology solutions.

This year, CENGN celebrates its 10th anniversary of delivering significant impact and growth for Canada's innovation ecosystem: enabling the commercial growth of 100s of small and medium enterprises (SMEs), training 1000s of individuals in industry-coveted advanced networking and cloud skills, and maintaining a >10:1 ROI for our funders.

With the digital transformation opportunity valued at over $200 billion in Canada, it is clear the new competitive landscape is being driven by digital innovation and the ability to integrate this technology across industries. Join our team, as we work with our ecosystem of technology, innovation, government, and academic partners to build Living Lab testing infrastructure and deliver services that accelerate the testing, validation, demonstration, commercialization, and adoption of digital innovation across Canada.

For more information, check out: https://www.cengn.ca

The CENGN Advantage

Career Development
An agile company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged

Canadian Innovation Support
Be part of an organization that drives digital by providing Canadian start-ups and scaleups as well as tech students and professionals the ability to succeed

Great People
The advantage of working with colleagues passionate about their contributions and united under the same mission

Work Where You Work Best
Remote or hybrid options to suit your individual professional and personal needs

Benefits
- Attractive and Competitive Group Benefit Plan
- Phone plan reimbursement
- Employer paid RSP contribution with no matching requirement

Wellnes and Development
- Annual fitness and training and development allowance
- Wellness webinars, lunch and learns, and social events

Vacation and Time Off
- Three weeks vacation plus personal and sick days
- Annual Christmas shutdown

The Opportunity

Reporting to the Senior Manager of Marketing and Communications, the Content Marketing Lead contributes to the ongoing development of the corporate marketing strategy, as well as executes on key marketing deliverables. By taking a leading role in the development, promotion and strategic positioning of content, developing and producing key online marketing and promotional collateral, as well as driving online traffic, engagement, and company brand awareness through analyzing metrics and taking action; the Content Marketing Specialist supports the organization with their marketing expertise and best practices.

This position involves event management and execution, requiring the employee to be available outside normal working hours sporadically throughout the year.

Location: Remote

Salary: $77,000.00 - $87,000.00

Key Responsibilities:

- Develop content that engages our target audiences and develops our lead funnel, while also being optimized for impact, SEO and keywords, and brand positioning.
- Build long- and short-term action plans for multi-channel online campaigns to build engagement and increase CENGN's online presence.
- Support CENGN's event initiatives, including advertising, program development, execution, and retrospectives.
- Take a leading role in the creation of new collateral which embodies CENGN's mission and promotes our services.
- Produce reports measuring your success by collecting, analyzing, and summarizing key content marketing metrics.
- Support all departments and external stakeholders by providing marketing content and promotion for service launches and case studies that showcase the value of CENGN services.
- Support the growth of CENGN's social media, newsletter, and blog in order to nurture a community of engaged viewers, increasing brand exposure and awareness.
- Support the development of press releases and major communications across the CENGN ecosystem.
- Ensure CENGN's brand voice and nomenclature is present across all company outputs.
- Convince others that your creative ideas are worth investing time and effort in.
- Other duties as required

Experience:

- The depth of skill we are seeking for successful execution of this role would *usually* be attained as a result of **3-5 years** of experience.
- Telecom and networking industry work experience would be considered an asset.

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Key Competencies/Qualifications:

- Must have demonstrated experience in content creation, web advertising, social media platforms, website management and SEO (Search Engine Optimization).
- Experience updating and posting on a content management system such as WordPress.
- Experience in designing and executing mass email campaigns that engage targeted audiences and enable lead generation.
- Experience working professionally with outreach and social media tools, like X, Facebook, LinkedIn, Meetup, Twitter, Mailchimp, Instagram, Hootsuite, and Eventbrite.
- Experience working with data analytics and keyword research tools (Google Analytics, Ahrefs, Buzzsumo).
- Excellent communication skills; particularly in relation to public-facing writing and editing.
- The ability to develop action plans based on strategic input, company goals, metrics, and marketing best practices.
- High level of creativity and intuition in drafting marketing material.
- A self-starter who can manage multiple coinciding priorities in a fast paced work environment.
- Nice to have:
    - Basic graphic design understanding and experience with the Adobe Creative Suite, including Illustrator, InDesign, Photoshop, Premiere Pro, and other design tools.
    - Basic understanding of video production from start to finish; video strategy, video planning, script creation, videography, video editing, promotion.

Education:

- University degree or college diploma in marketing, business, communications or other related and relevant experience.

Languages:

- English oral, reading and writing
- Competency in French would be considered an asset

Interested and qualified candidates are invited to forward their resume in confidence to CENGN via CENGN's Application Portal.

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