

LOVE TO BE AT THE CENTRE OF DRIVING WATERLOO REGION'S BUSINESS INVESTMENT GROWTH? WANT TO BUILD YOUR INBOUND MARKETING AND LEAD GENERATION SKILL SET?

JOB TITLE:	Inbound Marketing Specialist
EMPLOYMENT TYPE:	Full-time
DEPARTMENT:	Marketing
REPORTING TO:	Vice President, Marketing & Corporate Development

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

Waterloo EDC is not a team that sits back and watches things happen. We **make** things happen. We are a dedicated and passionate B2B sales and marketing team that works hard to ensure our community is growing and thriving.

We support growth and investment in our community, and work purposefully to meet the needs of all partners and stakeholders. We are the one-stop concierge service for those looking to locate, relocate or expand in Waterloo Region. We are collaborative, professional and always put the client first. We are forward thinking, smart and approachable.

We are looking for a curious, driven and analytical team player for this lead generation role to join our small but mighty squad in a collaborative, fun and engaging environment located in the Communitech Hub.

THE TEAM YOU'LL BE A PART OF

In this key role, you will be an important member of both the Marketing and Business Development teams. Together, these teams are responsible for investment attraction and expansion in Waterloo Region, strengthening the awareness and brand equity of Waterloo Region globally and building strong stakeholder relationships, both locally and abroad, with public and private sector intermediaries and partners.

Our vision is to be a best-in-class B2B complex sales organization that is flexible, nimble and has a bias for action. As a new organization (just 5 years old), we have attracted more than \$1 billion in investment to Waterloo Region. We are results focused and are increasing our inbound marketing and internal lead generation capacity and capability. This role will be one of the first points of contact for potential customers and the successful candidate will have the opportunity to continue to develop their skillset in both business development and marketing.



YOUR ROLE AND VALUE TO THE ORGANIZATION

- This hands-on associate level role will manage our potential investment leads from initial contact to hand-off to the Business Development team as qualified leads, with the opportunity to own the organizations inbound marketing strategy
- You will introduce Waterloo Region to potential customers and identify high quality investment opportunities
- Working with the Marketing and Business Development teams, you will:
 - optimize marketing automation, including the creation and optimization of workflows
 - manage contacts and the CRM database for the purpose of lead generation, scoring and research
 - optimize and manage handover process of leads from marketing to sales
 - develop targeted lead lists for subsequent prospecting and/or ABM campaigns
 - develop nurturing content, targeted personas, and based on analytics, provide insight into content strategy
 - manage and execute email marketing campaigns including email nurturing
 - manage live chat for the website during office hours
 - assist with planning, execution and tracking metrics for campaigns
 - complete adhoc research as required
 - support outbound prospecting, including cold calls, to generate qualified leads including identifying the customer's needs, interest, viability, and investment timelines

YOUR EDUCATION AND SKILL REQUIREMENTS


- Applicable post-secondary degree in Sales, Marketing, or related discipline
- Communications, Marketing or Business Development experience in an entry level or specialist role in an agency, public and/or private sector
- Technologically savvy and experience with Salesforce and/or HubSpot would be a great asset
- Not necessary, but extra bonus points for experience with email marketing, lead nurturing and/or prospecting
- Strong analytical and research skills (with a mastery of Microsoft Excel) – you love to plunge headfirst into data, metrics and research projects to optimize our teams' results
- Naturally curious and confident, you enjoy trying new things and aren't afraid, with our teams mentoring, to pick up the phone and talk to C-level executives
- Fierce communication skills are a must – oral, written and presentation
- 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 January 18th, 2020. Please send your cover letter and resume to careers@waterlooredc.ca. Please put "Application: Inbound Marketing Specialist (Your Name)" in the subject



waterlooredc.ca
info@waterlooredc.ca

Telephone: 519.747.2541
Toll Free: 1.866.233.5133

 /WaterlooEDC
 @WaterlooEDC

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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@waterloedc.ca.



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These are guidelines only, we strongly advise that you contact the appropriate specialist in these areas. Exchange rates displayed are based on \$1.32 USD to CAD.

Waterloo EDC is the operating name of Waterloo Region Economic Development Corporation. When referenced, Waterloo refers to Waterloo Region.

NOTE: Every effort has been made to ensure the accuracy of the information in this publication at the time of writing, however, the programs referred to and the data cited are subject to change. All figures are in Canadian dollars unless otherwise noted.