



Corrosion Service was founded in 1950 by Thomas R.B. Watson as the first Canadian firm to specialize in cathodic protection. Our founding philosophy was based on the principles of providing great customer service and developing a deep understanding of customer needs, these same core principles still guide our company today.

Throughout our history we have always been privately owned by successive groups of employees that have risen through the organization. This ownership structure gives us a unique perspective on business and ensures that our stakeholders (customers, employees and partners), rather than shareholders, always come first. This is vital for a company such as ours, given that we exist primarily to protect the environment, our citizens and the prosperity of the communities in which we live. This position is in our Markham location.

Position: Manager of Marketing and Communications

Duties of the Manager of Marketing and Communication may include but not limited to:

- The Manager of Marketing and Communications is responsible for the development and implementation of all Corrosion Service Company Limited marketing and communications strategies.
- This individual will develop goals, strategies, and implementation plans to execute a comprehensive and cohesive marketing campaign for the Company.
- Maintaining the brand integrity of the company and strategically positioning us as a trusted source while establishing and ensuring its status as industry leader.
- The candidate is responsible for ensuring consistent and cohesive messaging that speaks to the Corrosion Service community at large.
- The Manager of Marketing and Communications will also be responsible for the launch and management of trade shows, products, services, and associated brands to meet defined goals through effective marketing programs.
- The candidate will be responsible for completing various internal communications, corporate social media, working with sales teams on developing marketing strategies, marketing budgets and completing the annual internal communications development plan for the organization.
- Develop and promote branding initiatives consistent with corporate business goals and objectives.
- Maximize brand value through the development of ancillary revenue streams and new opportunities.
- Ensure all products, services, and other offerings conform to brand identity; conduct ongoing brand management.
- Collaborate with sales, production, and operations personnel to prepare sales forecasts.
- Work with designers, writers, editors and other creative staff to produce and or maintain marketing collateral in accordance with brand messages.
- Communicate and negotiate with promotional partners as needed for joint marketing activities.
- Monitor, evaluate, and report on competitor activities; make recommendations based on findings/opportunities discovered.
- Develop, manage and execute an annual strategic marketing and communications plan for Corrosion Service to span across all communication media (online and offline) and reach appropriate target audiences, based upon specific performance goals.
- Evaluate the success of various communication strategies and provide and implement recommendations for improvement.



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- Analyze potential new products/media to enhance the marketing/communications work of Corrosion Service.
- Understand and interpret how the work in the community at large affects Corrosion Service and address this knowledge in communication efforts.
- Ensure that all materials are developed and distributed according to an appropriate timeline.
- Oversee the development, management and maintenance of all online communication vehicles, including but not limited to:
 - Maintain and evolve the CSCL website as an industry leader.
 - Maintain SEO contractor, by evaluating performance to ensure high rankings for key words.
 - E-mails
 - Online social media (including E-mail signatures, Facebook, Yammer, LinkedIn, Twitter, blogs, etc).
- Set the yearly agenda for the marketing program and actively manage to accomplish corporate goals.
- Attend Corrosion Service marketing events as required.
- Assist other team members or contractors on projects and on tasks as necessary.
- Provide customer support and foster customer relationships
- Working with customers on site may be required.
- Some travel is required.
- Ability to attend and conduct presentations.

Qualifications:

- University degree in marketing, advertising, sales, or business administration, or equivalent.
- Bachelor/Master's degree in Journalism, Communications or related field.
- 5-7 years of work experience in the private sector to including the handling of corporate communications, original writing and editing and some public relations.
- 5 years of direct work experience in a marketing management capacity.
- Excellent understanding and familiarity with brand building and brand management.
- Proven track record in creating and executing successful e-mail marketing, Internet marketing, and direct marketing programs.
- Direct experience with graphic design, Web page, and other marketing-related software tools, including InDesign and WordPress, social network programs, etc.
- Demonstrated proficiency in Internet marketing techniques, technologies, and solutions.

We are an organization where you can apply your skills to some of the world's most challenging, and interesting projects nationwide. It is a place that values the diversity of our areas of practice and our people. It's what makes Corrosion Service a great place to work and grow. Corrosion Service is an Equal Opportunity Employer. If you would like to work in a stimulating environment with the prospect of developing your potential, we invite you to explore the possibility of joining our team.

In accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process.



Note: All employment is conditional upon the completing and obtaining a satisfactory background check, including employment, references and criminal records (for which a pardon has not been granted) checks.

Please note that only individual selected for an interview will be contacted.