
Job Posting

Posted Until:	March 18, 2022
Company Name:	Industrial Safety Trainers Inc.
Job Title:	Sales & Marketing Assistant
Job Location:	219 Saunders Rd, Barrie, Ontario
Terms of Employment:	Full Time: Monday – Friday 8:00 am – 4:00 pm

Job Summary:

To drive sustainable financial growth to the business through active marketing to existing or prospective clients. Assist in the development and execution of marketing strategies, analysis, research, brand awareness, and promotional designs of deliverables. Lead generation using multiple channels to boost sales and expand the business will be a focal point, along with a range of administrative duties to support the Sales Manager.

The successful applicant will be results-driven and open to actively engage Ontario businesses of Health & Safety compliance solutions. This job capacity does not encompass active selling but does involve contacting businesses via formal marketing techniques and strategies. This person will also be responsible for connecting with our current clients to advise them of course offerings and public training dates. An integral part of this function includes maintenance of the company's multiple websites, along with social media content development and posting.

Responsibilities:

The primary function is to assist the sales team to achieve revenue targets through active strategic marketing tactics, inclusive of direct contact with prospects. This job capacity is predominantly responsible for expanding the existing client database, via cold calling and electronic outreach. This role provides content and support to marketing initiatives, inclusive of daily social media, blogging, and website maintenance. In addition, this position also maintains a small client portfolio that will require consistent facilitation.

Qualifications:

- Experience with Microsoft Office applications (Publisher, Word, Excel, and Outlook) along with Adobe Illustrator, is mandatory
- Experience with digital publishing and monitoring tools including WordPress, Google Analytics as well as automated marketing software is mandatory
- Related post-secondary education or prior sales or marketing experience is mandatory; you are a hunter; you delight in finding creative ways to reach out to prospects and engage them in meaningful discussion
- Exposure to SEO, and direct marketing practices
- Accomplished at blog composition
- Solid customer-orientated approach to all customer communication formats
- Solid understanding of office management and marketing principles
- Problem Resolution Wizard; put simply you are clever, determined, and inventive. You can easily synthesize information and knowledge to achieve a solution despite obstacles
- Ability to multi-task multiple projects in a fast-paced environment with shifting priorities
- Understand the imperative to adhere to deadlines and commitment to the task at hand
- Resourceful; you don't have all the answers, but you know how to get them
- Exceptional electronic talent with the ability to learn and adapt to new programs and software on the fly
- Creative and innovative
- Robust written and verbal communication skills
- Strong analytical skills and critical thinking is your claim to fame
- Tremendous organizational skills, self-disciplined and personally accountable
- Proven track record of success

How to Apply: Email sheena@istcanada.ca

Contact Name: Sheena O'Grady

Date Posted: March 3, 2022

Wage: \$20.00 per hour (negotiable/commensurate with experience)

Industrial Safety Trainers Inc. 219 Saunders Road, Barrie, ON, L4N 9A3 Ph. (705)792-0128 Toll Free: (800)219-8660

www.industrialsafetytrainers.ca