

Company Overview:

Applied Electronics Limited is Canada's premiere systems integrator and reseller of professional Broadcast, Post Production and Audio/Visual technology. It is headquartered in Mississauga and operates four regional offices across Canada – in Montreal, Calgary, Edmonton and Vancouver.

Job Title:

Marketing & Communications Administrator (Mat Leave Contract)

Job Description:

This is a maternity leave contract position. Reporting to both the A/V Systems Division Manager and the Broadcast Division Manager, the Marketing & Communications Administrator will assist in various marketing and communication initiatives for Corporate, Audio/Visual and Broadcast Divisions.

The ideal candidate will be a creative thinker, highly resourceful, exceptionally organized, and capable in multi-tasking and prioritizing projects with extremely tight deadlines. A strong communicator with experience in copy writing and media content development, the Marketing & Communications Administrator will have artistic style, a keen eye for visual appeal, fine attention to detail, a 'can-do' attitude, and takes pride in neat presentations. With outstanding interpersonal skills and business acumen, he/she will work well independently while being a reliable team player who contributes to the operations of the marketing department and the sales team.

Helping to maintain and develop the corporate image, the Marketing & Communications Administrator will refine corporate collateral, build sales tools, administer the marketing budget, and develop marketing strategies to promote the corporate brand, our product lines and events.

Job Duties:

- **Corporate Literature:** Develop content for press releases, proposals, project profiles, brochures, sell sheets, quarterly newsletter, powerpoint presentations, and other marketing & sales collateral.
- **Website:** Regularly update website content for both English and French websites.
- **Advertising & Media Buying:** Work with key stakeholders and creative agency on design of ads; negotiate advertising rates with various publications.
- **Graphics Design:** Create in-house designs for various corporate promotions and events.
- **Photography:** Conduct photography sessions at customer sites, at all corporate events and of various products; maintain photo archive and perform touch-ups using graphics programs.
- **Event Planning:** Plan and coordinate various corporate events; liaise with suppliers for sponsorships.
- **Marketing Budget:** Develop marketing strategies for promotional activities and administer the budget.

Key Skills & Qualifications:

- Post Secondary Degree in a related field
- 2-3 years of experience in a similar role
- Advanced computer skills
- Proficiency in Microsoft Office (Powerpoint, Outlook, Excel, Word)
- Competency in Photoshop and Illustrator is essential to this role

- Experience with Adobe Flash, ImageReady, PageMaker, Acrobat Professional, LiveCycle Designer, and any other design programs is an asset
- Experience in website development and programming is a definite asset
- Knowledge in photography techniques and experience working with SLR's
- Proficiency in French is a definite asset

To apply for this opportunity, please forward your Cover Letter and Resume using the link below. Reference the Title of this job opportunity in the subject line of your email. **Please note that only those selected for an interview will be contacted.**

<http://www.appliedelectronics.com/company-careers.php>