



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:  
Toll Free Phone: (866) 225-9067  
Toll Free Fax: (877) 825-7564  
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Keewatin, ON P0X 1C0

# Job Board Posting



Careers.Indigenous.Link

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## Marketing Specialist

<b>Job ID</b>	<b>9E-49-2F-54-66-C7</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=9E-49-2F-54-66-C7">https://careers.indigenous.link/viewjob?jobname=9E-49-2F-54-66-C7</a>	
<b>Company</b>	Professional Quality Assurance Ltd.	
<b>Location</b>	Multiple Locations, Across Canada	
<b>Date Posted</b>	From: 2020-10-28	To: 2020-11-30
<b>Job</b>	Type: Full-time	Category: Creative Media and Writers
<b>Job Start Date</b>	As soon as possible	
<b>Languages</b>	English	

### Description

PQA and PLATO are Canada's software testing specialists. We believe better software can lead to a better world. Together, PQA and PLATO are on a mission to break down barriers to Indigenous participation in the technology sector by training and employing 1000 Indigenous software testers from coast to coast to coast, in partnership with Canada's leading corporations.

Are you a passionate marketer looking for a new challenge? Would you like to be part of a growing team committed to making a difference? PQA and PLATO Testing are seeking an individual to join our Sales and Marketing team as a Marketing Specialist. This position can be located in any of our offices across Canada!

Responsibilities:

Content Production

- Work with the Quality Assurance team to develop, create, edit, and publish relevant blog posts, white papers, podcasts, newsletters, artifacts, etc.

- Contribute to Request for Proposal responses through content, formatting, editing, etc.

- Brainstorm new and exciting ways to share company thought leadership

Digital and Social Media Distribution

- Develop, maintain, and implement digital strategy for our owned marketing channels that matches our PQA and PLATO Testing brands

- Develop and implement a daily editorial calendar for our social media channels

- Design shareable graphics to be included alongside company content

- Analyze, interpret, and present social media analytics

- Provide creative direction and manage workload assignments for work being completed by third-party vendors

- Perform other related duties as required

### Experience

- A minimum of 3 years' experience working in a marketing or communications role

- Extensive experience with WordPress, MailChimp, Microsoft Office, Facebook, Twitter & LinkedIn

- Strong writing and editing skills, particularly working with technical content

- Ability to generate new ideas and stay informed on upcoming industry trends

- Interest and experience working in the technology field

- Excellent organizational skills with the ability to multi-task & work independently

- Successful candidates will be contacted for an interview and asked to complete a series of exercises demonstrating their qualifications.

### Education Requirements

A Bachelor's Degree or equivalent work experience in marketing, communications, public relations, or business

### Work Environment

At PQA Testing, we encourage our employees' personal career growth. We have plans in place to make sure that each employee is connected with a mentor to help guide them through their professional development, offer bi-monthly lunch & learns and give our employees chances to attend industry conferences.

Our employee's health and wellness is #1 here at PQA Testing. We offer health incentives for our full-time employees to help them reach their goals of a healthy lifestyle. PQA Testing is always organizing events that involve exercise and our annual Family Day BBQ is one event that definitely brings all of us closer.

### Other

Office Locations: Fredericton, NB; Sault Ste Marie, ON; Calgary, AB; Regina, SK; Vancouver, BC

### How to Apply

To apply, email [jenn.phillips@pqatesting.com](mailto:jenn.phillips@pqatesting.com), using the subject line:

Marketing Specialist | Application