



Digital marketing specialist

The candidate will be called upon to monitor and execute digital marketing strategies to optimize the performance of the website and the various digital assets of the organization. Specifically, the candidate will have to implement tactics to increase the traffic generated on the website and ultimately increase the conversion rate of prospects. The incumbent will work closely with the commercialization team and will actively contribute to the objectives set by them.

Company description

Laserax works with the world's leading manufacturers to implement automated laser marking and cleaning solutions. Providing turnkey machines and OEM systems, the driving force behind Laserax is the desire to push the limits of laser technology and establish new standards in the industry.

Responsibilities

- Development and execution of digital marketing strategies across different channels including SEO, Google Ads, emailing, Youtube and LinkedIn ads
- Increase the authority of the website with different PR and link building strategies
- Add and manage our content in different languages through our content management system
- Guide our designer and developer to create and implement new pages and improvements to our website
- Solve website technical issues
- Analyze data to draw key recommendations around website optimization
- Continuous improvement of the campaigns and website to increase traffic and conversion

Qualifications

- Understanding of the basics of marketing (B2B experience a plus)
- Knowledge in key areas of online marketing (SEO, paid ads, emailing, video)
- Basic knowledge of HTML, CSS, PHP and JS
- Knowledge of video and picture editing software such as Adobe
- Able to juggle multiple projects at the same time
- Strong verbal and written English communication skills

Why work for Laserax?

1

Your work has a direct impact on the company

At Laserax, there's room for your ideas and initiatives. Besides, there's a good chance you're going to set them up!

2

Being at the forefront of innovation

Being actively involved in the creation of a Quebec flagship in its field is quite exciting!

3

A dynamic team!

There are a number of social activities to get to know each other better. Here we are talking about sugar shacks, escape games, hockey games, restaurants, etc. For the summer season, we have BBQ's all together!

4

A quality of life

Work-life balance is essential!

We offer group insurance (including dental), flexible hours and mobile days. In addition, we are closed during the Holidays! Take the opportunity to relax, especially since you get paid to do it!

Our corporate values are
Fun, expertise, commitment and
creativity

Send your resume at
rh@laserax.com