



Direct Marketing Specialist

The Direct Marketing Specialist will contribute to the generation of qualified leads through the preparation, execution and optimization of email marketing campaigns. He/she will also support activities related to targeted digital advertising platforms. As a key member of a growing cross-functional team, you will have the opportunity to put forward your strategic thinking and creativity.

Company Description

Laserax works with the world's leading manufacturers to implement automated laser marking and cleaning solutions. Providing both 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

As a Direct Marketing Specialist, your role will be to take charge of operations at the marketing campaign and digital advertising platform level. The preparation, configuration and optimization of the performance of digital campaigns will be a predominant activity of your work. Your role will be to grow in a dynamic environment and in an industry at the cutting edge of innovation.

- Participate in the development, execution and evaluation of marketing campaigns
- Search, filter and extract qualified contact lists (LinkedIn, paid lists, database)
- Implement best practices for email readability, deliverability and responsiveness
- Monitor email performance (volume, deliverability, open rates, conversion rates, etc.)
- Maintain the contact lists
- Participate in the operations of digital advertising platforms (Terminus)
- Maintain market intelligence to guide marketing efforts (segmentation, tracking, trends)
- Contribute to all other digital marketing initiatives.

Profile

- 1 to 3 years experience in marketing
- Good understanding of direct and/or relationship marketing practices
- Experience in building data lists
- Bilingual (English and French)
- Good command of MS Excel
- Enjoy playing with data
- Enjoy learning and have good analytical skills
- Challenge seeking and results oriented
- Mastery of email deliverability best practices (an asset)
- Good team player (essential!)

Why Work for Laserax?

1

Come to a world leading tech firm

Being actively involved in the creation of an international flagship in its field is exciting. Why aim for the second best? Aim for Laserax!

2

Being at the forefront of innovation

We work with cutting edge technology and we thrive on breaking new technological barriers! We provide solutions to the most demanding industrial applications by pushing the limits of laser technologies.

3

A team made of builders hungry for succes

In just 5 years we have grown 500%. We added three business units. We sold machines to over 20+ different countries. Now is a great time to be part of a success story

4

A quality of life

Work-life balance is essential!

We offer flexible hours, mobile days and telework. Your time is yours to manage. 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