



EastGen is a dynamic organization that is committed to developing value-added solutions to ensure our customers achieve their goals through genetic excellence and innovative technologies. We are currently seeking a creative, energetic individual for the role of Marketing & Communications Specialist. At EastGen we believe that people truly are the cornerstone of our business, and that our employees are the key to our success.

Key Areas of Responsibility: The Marketing & Communications Specialist is responsible for all aspects of EastGen's internal and external communication strategies including promoting the company's brand by developing and executing media and public relations strategies and coordinating corporate events. The Marketing/Communications Specialist is responsible for developing written materials including press releases, electronic and/or printed graphic materials and developing an innovative and strategic communications program utilizing various communication vehicles, including but not limited to EastGen's website, email templates, and social media accounts to reach all audiences.

Required Competencies:

- thorough knowledge and experience with the principles of effective marketing, communications, advertising, and community relations, as they relate to the organization.
- extensive knowledge of specialized design concepts and multi-media platforms, and proficient in the use of desktop publishing tools (e.g., Adobe creative suite including InDesign, Photoshop, iMovie, Acrobat, and Illustrator; Microsoft Office suite including Word, Excel, PowerPoint, Teams and Outlook) to produce marketing collateral that supports our brand and is up to date with evolving industry trends.
- proven ability using digital communications including writing for the web and social media, and experience using related platforms (e.g., Facebook, Twitter, Instagram, and video editing software).
- ability to create digital content in support of campaigns, events and other organizational initiatives for video, social media, website, e-newsletters. Experience and ability in analyzing and evaluating digital marketing activities.
- ability to produce, in collaboration with staff and management, content using excellent writing and editing skills for all communications platforms from traditional print to online and social media.
- ability to determine target markets and their characteristics, aiming to broaden the appeal of EastGen's brand.
- ability to build and maintain strong professional relationships to communicate and negotiate with promotional partners as needed for joint marketing activities.
- self-motivated, able to work independently and as part of a team and able to meet tight deadlines and execute flawlessly on projects in a fast-paced, often pressured environment and see a project through to completion.
- post secondary degree/diploma in Marketing, Advertising, Communications, Public Relations, Journalism, English or related discipline.
- experience in special events, media tours and ability to conduct presentations.
- demonstrated interest for continuous development and learning of new skills and willingness to travel.
- bilingualism in French is an asset.

Perks: EastGen, a leader in the industry, offers a progressive and challenging work environment and competitive compensation package that includes performance bonuses. We are committed to continuous learning and professional development and provide ongoing training opportunities through the EastGen Learning Centre that build on our strengths and develop our talent.

EastGen encourages people with disabilities to apply for open positions. Accommodations will be available upon request for candidates participating in the various stages of the recruitment process.

Please contact: careers@eastgen.ca.

Submit application by: March 12, 2021

Email: careers@eastgen.ca