



Genoa Design International is a marine production design company. Our head office is located in Mount Pearl, Newfoundland and Labrador, Canada. We also have work sites in Vancouver and New Orleans.

In business since 1995, Genoa provides production lofting, detail design and 3D modeling services to shipbuilding and offshore industries around the world, with the majority of clients located in North America.

As an employee-owned company, Genoa's owners work in the business every day. Genoa operates a dynamic work environment with attention to openness, flexibility, health and wellness, career progression and competitive compensation packages.

If you are looking for a career opportunity with a company whose philosophy is to put people first, create lasting relationships, make a difference, never stand still, own it and to live well, we are looking forward to hearing from you.

Applications must be submitted via email to jobs@genoadesign.com. Please include competition number **2019 MCM 004** in the subject line.

While Genoa appreciates all applicants, only those short-listed for an interview will be contacted.

Marketing and Communications Manager (2019-MCM-004)

DUTIES AND RESPONSIBILITIES INCLUDE BUT NOT LIMITED TO:

- Developing a Marketing & Communications strategy to increase our sales and market share
- Developing strategies for conducting market research to identify competitive products and services
- Developing strategies to provide input into the improvement and evolution of our products and services
- Leading the creation of marketing materials and social media campaigns
- Identifying marketing channels, such as trade shows and websites, to assist with the promotion of our products and services, and then coordinating the implementation of those marketing channels
- Assisting in the proposal generation process used to capture new work
- Establishing relationships with major customers and stakeholders
- Coordinating business presentations
- Reporting on a regular basis to executive management on marketing activities and results
- Assist in the planning and execution of new and established initiatives, including, but not limited to: Bid packages, Trade-show planning, coordinating website, digital and social media campaigns
- Provide support in event planning and execution including training conferences and Annual General Meetings
- Assist with internal Social Committee functions

QUALIFICATIONS:

- Business Degree or diploma/equivalent completion of studies with major concentration in Marketing, Communications or Graphic Design.
- 7 - 10 years of Marketing and Communications experience with a multi-faceted marketing team in a fast-paced B2B environment
- Previous Marine industry experience considered an asset
- Ability to multi-task and prioritize the timely delivery of all departmental and corporate initiatives
- Experience using social media channels, such as LinkedIn, Twitter, and Facebook, to promote products and services, as well as the corporate brand overall
- Willingness to travel nationally and internationally to support promotional and business development activities
- Computer proficiency: word-processing, spreadsheet, PowerPoint, and database management
- Business, marketing and planning abilities
- Excellent communication, interpersonal skills and relationship building skills
- Knowledge of digital media trends
- Exceptional facilitation, organizational, multi-tasking skills
- Creative, innovative, and outside-the-box thinking
- Ability to work independently and as part of a team
- Ability to work in a fast paced/changing environment
- Ability to adhere to strict deadlines