



Position: Marketing Communications Specialist
Job Status: Regular Full Time
Department: Marketing
Location: Burnaby, BC or Dartmouth, NS
Reports to: Marketing Communications Manager

The Position:

Reporting to the Marketing Communications Manager, the Marketing Communications Specialist will be responsible for developing and implement marketing programs to support the company's products, services, and target markets. The marketing communications specialist will help lead the execution of the Company's digital strategy, including a content calendar that delivers a continuous stream of strong assets (curated content, home-grown thought leadership, video, imagery, whitepapers) across the website and appropriate social media channels.

- Work with the Graphic Designer in updating product literature including specification sheets, brochures, printed and electronic collateral, copywriting, design, layout, and production of ads and/or promotional materials.
- Help with media relations, and corporate awards.
- Plan and coordinate trade shows including show schedule, logistics, support material, promotional items.
- Implement best practices across the marketing and sales teams.
- Maintain strong relationships with Sales, Product Management and R&D to assist with campaigns, events, product launches, etc.
- Other duties as assigned.

Key Responsibilities:

- Coordinate lead generation and qualification by converting digital traffic generated through calls-to-action, landing pages, social media and all other sales and marketing activity.
- Assist with the development of sales and marketing documentation, digital assets and online systems, and logistics for external marketing efforts.
- Help build communications plans to support product/program launches.
- Author customer facing newsletter, marketing drip campaigns.
- Produce marketing content including customer case studies, blogs, PowerPoint presentations, step-by-step guides, and other documents.
- Work on Google Ads campaigns and other advertising programs.
- Design email campaigns, and landing pages.

Qualifications and Experience:

- Education – Bachelor's degree or diploma in marketing, communications, or public relations
- Experience –
 - 3-5 years of marketing experience in a technology company
 - Ability to work with a team through multiple initiatives simultaneously
 - Exceptional content management skills
 - Strong understanding of lead generation and qualification
 - The ability to track multiple deliverables with several stakeholders

- Detail oriented with a proven ability to deliver on-time and on-budget
- Clear and confident communicator, with excellent writing, editing, proofreading, and verbal communication skills
- Successful track record of dealing with third party vendors to achieve business goals
- Demonstrated ability to create strong professional relationships with internal and external stakeholders
- Characteristics – Motivated, self-driven professional with a good sense of humor. Ability to prioritize work and meet deadlines while working on multiple tasks – often under pressure with shifting priorities.

Bonus Qualifications:

- Google Ads, Google Analytics
- WordPress

About us

Where ideas and innovation meet.

Nanotech Security Corp., a subsidiary of Meta Materials Inc., is a leading innovator of nano-optic image technologies used in anti-counterfeiting applications. With billions of security features in circulation, Nanotech's products include secure and memorable security labels, stripes, patches, and colour-shifting films for currency authentication and brand protection.

Meta Materials Inc. "META®" (NASDAQ: MMAT) is a developer of high-performance functional materials and nanocomposites. META delivers previously unachievable performance, across a range of applications, by inventing, designing, developing, and manufacturing sustainable, highly functional materials. Our broad electromagnetic technology platforms enable leading global brands to deliver breakthrough products to their customers in consumer electronics, 5G communications, health and wellness, aerospace, automotive, and clean energy. Our nano-optic technology provides anti-counterfeiting security features for government documents and currencies and authentication for brands. Our achievements have been widely recognized, including being named a Lux Research Innovator of the Year in 2021. Learn more at www.metamaterial.com.

META is a fast-growing company with a positive and committed work culture and a phenomenally talented workforce. Our employees are inspired to do exceptional and innovative work, are proud to contribute to the success of the company and are our greatest asset.

To Apply

Applications will be accepted until the position is filled. Please email your resume to careers@nanosecurity.ca, include a cover letter, and use the position title in the subject line of your email. Only candidates considered for an interview will be contacted. Thank you for your interest in this position, we look forward to hearing from you!

Note: We will **not** be accepting candidates from **recruitment agencies** at this time. Only Candidates who are eligible to accept employment in Canada **WITHOUT** sponsorship will be considered.