



Precision Record Pressing is a leading vinyl record pressing company with multiple locations in the Greater Toronto Area. We believe our growth and success can be directly attributed to the emphasis we place on service, quality, and innovation and the involvement, commitment, and enthusiasm of our employees.

We are currently looking for a **PRODUCT MARKETING SPECIALIST** to join our **TORONTO** team. This is a full-time, permanent opportunity that will combine marketing and communications, with responsibilities that include industry research, preparing presentations and brochures, as well as supporting a range of wider departmental initiatives. We are looking for a positive, energetic person who is highly motivated and wants to work in a team environment!

Responsibilities

- Create and refine digital presentations and communications for new product offerings
- Develop customer-specific presentations tailored to account needs
- Coordinate regularly with the GZ Group marketing team to align messaging and campaigns
- Support the staging and execution of new product launches
- Develop templates and step-by-step outlines for internal communications related to product launches
- Contribute to the design and layout of marketing collateral, including brochures, sales decks, and digital assets
- Work with internal teams or outside vendors to complete design projects on schedule
- Provide support for general marketing initiatives such as event preparation, website management and copywriting
- Assist in day-to-day tasks that advance the goals of the marketing department
- Conduct research on industry trends, competitors, and customer segments
- Collect, organize, and analyze data to inform marketing strategies and business development decisions
- Assist with analysis of marketing department performance and setting ongoing KPIs

Physical Demands

- Sedentary, office-based role that requires the ability to operate standard office equipment.
- Position requires sitting at desk $\frac{3}{4}$ or more of day, walking short distances for less than $\frac{1}{4}$ of day
- Substantially repetitive movements of the arms, wrists, hands and/or fingers
- Required to have visual acuity to perform activities including but not limited to analyzing data and figures, viewing a computer screen, extensive reading

Requirements/Qualifications

- Minimum 2 years previous experience in a content, communications or social media role required
- Previous experience with communication planning, branding, content and event marketing, social media management required
- Previous experience with marketing and web analytics considered an asset
- Proficient in Microsoft Office, Google Business Suite and Adobe Creative Cloud; emphasis on photo and video capture and editing skills
- Working knowledge of using a web content management system (CMS), such as WordPress

- Ability to travel to PRP facilities in the GTA (Toronto and Oakville offices)
- Ability to achieve results in a fast-paced environment with shifting priorities
- Strong oral, written and verbal communication skills
- Strong self-initiative and work ethic with a drive to achieve sustainable results
- Highly creative thinker
- Demonstrated experience producing well-written content; a confident writer that can accurately get the message across to a range of audiences
- Ability to travel within North America for business trips as required, holder of a valid passport.

We thank you in advance for your application, however only successful candidates will be contacted.

Precision Record Pressing is committed to and supports diversity and inclusion practices. We will accommodate any needs under the Ontario Human Rights Code (OHRC) and Accessibility for Ontarians with Disabilities Act (AODA). Should you require accommodation through the application and/or recruitment process, please contact hr@precisionpressing.com to allow opportunity for appropriate accommodations to be made.