



a division of Municipal Media Inc. and Corp.

Job title: Marketing Specialist, B2B
Location: Fully Remote – USA or Canada
Terms: Full-Time
Requirements: Some travel to Toronto for company meetings and from time-to-time industry conferences/events or client meetings
Valid Passport and eligible to work in USA or Canada

About us: While it's true that most municipalities start using Recycle Coach so residents know when it's garbage day, we're so much more than just a calendar. Recycle Coach provides solid waste education, recycling education and communication solutions across 1,500+ cities in North America and Australia. Our mobile app creates engaging and interactive learning experiences to help solve local problems. Residents learn not only how to recycle correctly — but why they need to do so. When residents understand the justification behind changing behaviors, municipalities see long-term results.

At Recycle Coach, we're looking for top talent who get excited about using technology to solve environmental challenges.

We're a forward-thinking organization that has led for 20+ years in waste and recycling information and education through technology. Rooted in disrupting traditional spaces, the possibilities are endless for your next career move.

About the role: As a Marketing Specialist at Recycle Coach, you'll harness your excitement for digital marketing and integrated strategies to elevate our business development efforts. Your role will involve crafting engaging content and optimizing lead generation strategies for our revenue team.

We're in search of a passionate problem-solver to break through the noise and engage leads with the right content at the right time. Success in this role requires keen attention to detail and a customer-first mindset.

Responsibilities:

- Develop and execute against plans to acquire new customers through various channels and strategies.
- Support creation and deployment of marketing campaigns.
- Hands on with our CRM tools developing best practices and using data for future campaigns.
- Stay up to date on industry best practices and trends.
- Optimize and refine automation processes and reporting.
- Maintain strong relationships with external partners.
- Collaborate as needed with Sales and Rev Ops.

- Execute on internal reporting requirements.
- Support other marketing projects for the business.

Qualifications:

- At least 1 year of experience in a similar role or internships.
- Undergraduate or college degree in Business, Communications, or Marketing.
- Proficiency with MS Office.
- Exposure to HubSpot or other CRM tools is an asset.
- Strong time management and organizational skills.
- Self-motivated and able to work independently.
- Able to work remotely with a dedicated workspace.
- Excellent verbal and written communication skills.
- Strong listening and presentation skills.
- Possess a positive, problem-solving mindset.

Apply Now!

Please submit one PDF with cover letter and resume labelled with your LAST NAME_JOBTITLE. The subject line of your e-mail should also be labelled LAST NAME_JOBTITLE.

Submit to careers@recyclecoach.com by Friday, May 10th, 2024.

Only those selected for an interview will be contacted. We thank you for your interest.

No recruiters or agencies will be accepted.

Recycle Coach is an Equal Opportunities Employer. The company is committed to equal employment opportunities regardless of age, sexual orientation, gender, pregnancy, religion, nationality, ethnic origin, disability, medical history, skin colour, marital status, genetic information or parental status.