



Marketing Specialist

Wilson Display, Canada's leading designer and manufacturer of retail store shelving and display systems based in Mississauga is looking for a **Marketing Specialist** to support both Marketing and Sales initiatives. The ideal candidate has a very hands-on approach and assists in researching, developing content, and managing the overall process of delivering marketing materials and in organizing trade shows. **The successful client would be willing to initially travel between two locations across the GTA.**

Responsibilities Include:

- Attend meetings, paying close attention to collecting information to develop product line materials and content i.e. cut sheets, catalogs, basic graphic design/layout, and marketing materials
- Collaborate with and support sales and engineering team in organizing, collecting, and managing materials and proposals etc
- Market Research
- Work alongside staff members to develop and design key content for marketing materials
- Support and edit content related websites; improve and manage company's website ensuring website is responsive and content is up-to-date
- Coordinate, set-up, and attend trade shows and events; provide communication and promotion support for company events and trade shows; manage email marketing campaigns

Qualifications Required:

- University degree preferably in Business, Marketing, Advertising, Communications or Public Relations
- Minimum 5 years related work experience
- Computer literate and proficient in the use of MS Word, Excel and PowerPoint, Photoshop, Adobe Illustrator, and Solid Works.
- Proficient use of software related to developing brochures; able to create and manipulate rendering/images
- Some experience in Market Research; able to understand the product, target audience, as well as seek and provide information pertaining to company placement in the marketplace
- Team-oriented attitude; ability to take direction and work independently
- Excellent oral and written skills; extreme accuracy, paying close attention to detail and proof reading abilities

Wilson Display provides national retailers with a complete store fixture package, from product design through to manufacturing and installation. Comprehensive benefits package; salary commensurate with experience.

Thank you in advance for your interest in Wilson Display; should your qualifications match our requirements, we will contact you.

Please submit your resume and cover letter to careers@wilsondisplay.com.