



Career Opportunity: Marketing Specialist

POI is a workplace solutions company which focuses on creating spaces people want to go to.

Position Summary

Reporting to the Chief Brand Officer, the Marketing Specialist will be an integral contributor in executing the marketing plan to support the Mission and Vision of POI with a focus on Driving marketing impact through digital channels, including website optimization, social media, and integrated campaign management.

With a strong digital focus, this role supports the development, oversight, and execution of strategies and campaigns that align with business objectives. Responsibilities include managing digital initiatives across the website, social media, and other channels; building presentations; and developing tools that enable sales to deliver the right POI message. By overseeing website updates, optimizing sales collateral, and driving social media engagement, this role strengthens customer connections and contributes to overall business impact.

General Responsibilities

Website

- Manage content updates and website maintenance
- Ensure brand consistency across all pages of the website
- Integrate, track, and report on performance of all campaigns through website analytics
- Ensure user experience is maintained across the website
- Develop new pages utilizing existing templates or update existing layouts as required
- Collaborate with external designers/developers as required
- Provide Google Analytics reports on website traffic and work closely with third party on SEO

Social Media

- Own, manage and execute social media content calendar
- Ensure social media is aligned with campaigns and business objectives
- Collaborate with marketing and Sales teams for content and design to ensure posts are engaging and aligned with the POI Brand Story
- Manage all day to day posting, scheduling and monitoring across all platforms. Includes: Instagram, LinkedIn, Facebook, and Twitter as appropriate
- Ensure brand consistency, and audience awareness across all channels
- Monitor all customer interaction, proactively engage with audiences, industry groups and partners
- Track performance metrics and provide insights and recommendations to improve content and performance

Digital Campaigns

- Collaboration with marketing leadership and marketing team members to develop campaign strategies to support business objectives
- Establish campaign goals, audiences, key messages and success metrics
- Ensure that campaigns are aligned across all platforms and brand messaging is consistent

POI

- Coordinate the development of all campaign assets, manage timelines, deliverables and approvals
- Monitor campaign performance, measure KPI's, and provide insight and recommendations for optimization during and after campaigns
- Collaborate with external vendors to support campaigns when needed
- Utilize established marketing automation platform to ensure best practices in client surveys, campaigns, outbound marketing, and lead management (Salesforce/Pardot)

Marketing Content Creation

- Use of Canva as required
- Photoshop, Illustrator and Premier Pro are an asset
- Build proposals and presentations
- Internal communication & storytelling
- Event planning and support
- Support on RFP's
- Support the training on the use of POI marketing tools to others at POI

Other

- Develop, manage, and share regular internal messaging using Jostle
- Support client and internal events and webinars as required
- Support events by brainstorming and executing a unique customer experience

Qualifications and Experience

- Degree/Certificate in marketing, or general business with marketing major preferred
- Skilled and professional digital marketing experience in a B2B setting
- Proficiency using WordPress and social media software
- Skilled in creating, editing, and promoting written and visual content
- Video, photography, and photoshop capability is an asset

Work Conditions

- POI's working environment is supportive of employee wellbeing, encourages collaboration and promotes continuous improvement on an individual and organizational basis
- Based out of the POI LivingLAB – North York, Ontario

What We Offer

- Talent experience that empowers our people with unlimited opportunities to do meaningful work and to grow, learn and lead at every point in their career
- Newly designed offices that offer unique workspaces that strengthen connections and inspire innovative ways of working
- Flex hours and hybrid work environment (3 days/week on-site)