

## **Marketing/Sales Specialist Job Description**

BioSpa (Quann) Cosmeceuticals Inc.

### **Company Overview**

At BioSpa (Quann) Cosmeceuticals we develop and manufacture Quannessence Skincare products including an extensive line of professional, holistic skincare products sold for use in Spas and retail consumers across Canada. We take pride in our product quality, comprehensive professional training platform, and collaborative work environment. Our products are currently predominantly sold throughout Atlantic Canada. With help from you, our goals are to further expand into the central and Western Canadian Market over the next two years and globally over the next five years.

We are looking for an enthusiastic, environmentally conscious Marketing/Sales Specialist to help us in our overall Quannessence Skincare marketing efforts. You will be an integral part of the development and execution of marketing plans to reach targets from brand awareness to product promotion.

A Marketing specialist should be a competent professional able to grasp consumer behavior trends and generate creative ideas. You should also be well-versed in specialized marketing concepts, principles, and tactics. The goal of the Marketing Specialist is to deliver effective marketing programs that will help our reputation and growth.

### **Job Responsibilities**

- Establishing our key customer base by conducting market research to determine customer requirements, habits, and trends.
- Market products by developing and implementing marketing and advertising campaigns.
- Lead and manage SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Track sales data, maintain promotional materials inventory, plan meetings, and trade shows, maintains databases, and prepares report.
- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts, preparing marketing and advertising strategies, plans, and objectives, planning and organizing promotional presentations, and updating calendars.
- Track product line sales and costs by analyzing and entering sales, expenses, and new business data.
- Prepare marketing reports by collecting, analyzing, and summarizing sales data.
- Maintain promotional material stock by coordinating requirements with the graphics department, inventorying stock, placing orders, and verifying receipt.
- Support sales staff by providing sales data, market trends, forecasts, account analyses, and new product information.
- Research competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Plan meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.

- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Update job knowledge by participating in educational opportunities and reading trade publications.
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts.

### **Qualifications / Skills**

- Direct marketing
- Marketing and sales knowledge of the cosmetic industry is an asset
- Knowledge of distribution and retail sales dynamics
- Market segmentation
- Marketing research
- Coordination
- Project management
- Reporting research results
- Understanding the customer
- Process improvement
- Initiative
- Planning
- Financial skills

### **Education and Experience Requirements**

- Bachelor's or master's degree in marketing or a related field
- Proven working experience in digital marketing, particularly within the industry
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools
- Working knowledge of ad serving tools
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords etc.)

### **Salary Range**

Commensurate with level of experience and skill set

At BioSpa, we strive to create a flexible work environment where our employees are empowered to do their best work. Several flexible work options are available and can be discussed throughout the selection process depending on the role requirements and individual needs.

Please submit your resume and cover letter to Thora Christensen, [thora@quannessence.ca](mailto:thora@quannessence.ca), before the submission deadline, May 15 2021. We appreciate your interest and advise that only those selected for an interview will be contacted.