



About Us:

Prime is a full-service electrical design, supply and services firm that specializes in electrical power and control systems. Our staff consists of engineers, electricians, technicians, drafters, and designers. We provide our customers with Low, Medium and High Voltage Electrical Equipment. We provide:

- Unit substations,
- Electrical switchgear
- Power System Protection and Electrical Designs
- Control and Automation System Designs
- Power System Studies: Load Flow, Coordination, Short Circuit, Arc Flash, motor starting and Ground Grid
- Acceptance and Maintenance Testing and Commissioning
- Project Quality Assurance Programs

With a reputation for customer service excellence, Prime Engineering specializes in taking on unique challenges and delivering creative solutions. Our experienced staff deliver top quality electrical products, designs, and services.

Job Summary:

Prime is looking for both a talented and motivated marketing specialist with graphic design experience. The position will play a key role in the planning, execution, and analysis of various marketing initiatives. This position requires a creative and detail-oriented individual with a passion for marketing and strong communication skills.

Responsibilities:

- Ensure brand consistency. Develop and update brand guidelines. Provide updates to all marketing materials and communications as necessary
- Develop and create engaging and compelling content for various marketing channels, including social media posts, website copy, marketing collateral and website blog posts.
- Develop creative visuals to support the copy.
 - Social Media:
 - Schedule and post online content across various marketing channel to ensure consistent activity
 - Monitor social media channels and provide responses to customer queries, comments, and feedback promptly
 - Website:
 - Update website copy/content regularly
 - Review, suggest and implement improvements on website SEO
- Create marketing brochures designing the layout, incorporating compelling content, selecting appropriate images, and ensuring that brochures align with the company's branding and messaging. Produce visually appealing and informative brochures that effectively convey the company's products, services, or messages to the target audience.
- Create and execute email marketing campaigns, including designing templates, segmenting email lists, and tracking performance metrics

- Conduct market research and competitor analysis to identify trends, opportunities, and areas for improvement.
- Monitor and analyze the performance of marketing campaigns, social media posts and website traffic while providing regular reports and insights to make data-driven decisions based on effectiveness.
- Assist in the planning and execution of marketing and corporate events, webinars, and trade shows.

What We Are Looking For:

- Adherence to all Prime policies, processes, and standards.
- Strong Creative and design centric abilities
- Able to evaluate assignments, determine procedures and implement solutions.
- Strong written and communication skills with a keen eye for detail.
- Outstanding Client Service
- Self-motivated, demonstrating initiative with a strong sense of urgency, and not hesitating to ask questions wherever and whenever needed.
- Ability to work effectively in a multidisciplinary team and interact with staff at various levels of the organization
- Creative thinking, strong problem-solving abilities, and a knack for troubleshooting.
- Detail-oriented with excellent organizational skills.
- Strong proficiency in all areas of MS Office.

Qualifications:

- Certification in digital marketing or related fields.
- Bachelor's degree in marketing, Business, or a related field an asset
- Graphic design experience using design software and multimedia tools
- A minimum of one year of proven experience in digital marketing, content creation, and social media management.
- Experience with website design including HTML coding
- Proficiency in marketing tools and platforms (e.g., email marketing software, social media management tools, Google Analytics).
- Knowledge of SEO and SEM best practices.
- Must be legally entitled to work within Canada.

Additional Skills:

- Experience with WordPress
- Familiarity with social media management platforms and graphic design and publishing editors

Job Type: Part-time, Permanent

Working Hours: 8:30 am – 4:30 pm (Flexible earlier start and end)

Weekly hours: 24

Work structure: On-site

Compensation: \$21 – \$25/ hr