

## **Job Title**

Marketing Coordinator

## **Job Description**

AquiSense Technologies is looking for a bright and enthusiastic marketing professional to showcase their UV-C LED technology to B2B businesses. The candidate will help strategize, execute and project manage multiple areas of digital marketing. The individual will help oversee public relations for the company, SEO, website management, social media management, graphic design, and general content writing and publishing, both for the company and for external publications. The ideal candidate will oversee multiple projects on the latest technology and will work in a very dynamic and fast past environment.

## **Major Duties and Responsibilities**

- Strategize, manage, and help execute a variety of digital initiatives simultaneously, including but not limited SEO, website development, optimization and support, conversion testing and email marketing
- Support sales efforts with marketing materials that promote our technology and brand
- Execute a results-driven social media strategy
- Assist in the creation and editing of written, video, and photo content
- Maintain unified brand voice across all marketing channels
- Monitor marketing trends and specific industry trends for UV-C LEDs
- Assist in planning and advertising for events and conferences – including marketing materials for expos and booth design
- Oversee the AquiSense website content management by updating regularly on news, products, and employee content
- Oversee marketing campaigns and manage each channel as needed

## **The ideal candidate will have**

- Bachelor's Degree in marketing or business field
- Experience with media editing tools in Adobe Creative Suite applications: InDesign, Photoshop, Illustrator
- Proficient in use of Microsoft Suite
- Ability to multitask, prioritize and be flexible with changing business needs in a team environment
- Desire to learn and grow professional skills
- Familiarity with B2B marketing content writing and advertising
- Excellent interpersonal and communication skills (written & oral)
- Excellent task management & organization skills

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AquiSense Technologies is the global leader in UV-C LED systems design and manufacture. We work with leading LED manufacturers to evaluate their devices and then design efficient disinfection products. Using a combination of patented technology and in-depth know-how, AquiSense integrates LED devices into products that solve real world problems in water, air, and surface applications.