



BRAND & COMMUNITY MANAGER

Are you a coffee aficionado on a quest to share your passion with others? Does coffee mean more to you than a common morning beverage? If yes, Servomax is currently seeking a **Brand & Community Manager** to join our team. Your mission will be to propel enthusiasm among our clients by promoting coffee excellence. Reporting to the Director of Sales, the **Brand & Community Manager** will play an integral role in the continued growth of our business. Your responsibility will be to develop strategies and tactics to enhance our online visibility and drive qualified traffic to our website. As the **Brand & Community Manager**, your digital marketing skills will be required to deliver campaigns that will have a direct impact on the success of Servomax' new customer acquisition efforts. The candidate must be ambitious, resourceful and demonstrate superior writing skills. This is an excellent opportunity to join our dynamic, entrepreneurial culture.

ABOUT US

Founded in 1996, **SERVOMAX** has quickly become a major operator in the office coffee and pantry services industry throughout Canada. Our mission is to combine our entrepreneurial culture and our passion, to stay abreast of market trends and deliver a superior customer experience. **SERVOMAX** offers the highest quality products and services by leveraging sophisticated equipment and reputable brands including Nespresso, Illy, Lavazza, Starbucks and many local roasters across the country. Recognizing the rise of specialty coffees, we have developed strategic partnerships with numerous local roasters across the country. Since 2013, **SERVOMAX** has been ranked as one of Canada's Fastest-Growing Companies by the Growth 500 list. Joining us in our journey is a great opportunity for your professional growth.

RESPONSIBILITIES

- Create and execute strong marketing strategies to broaden Servomax' exposure in different markets
- Develop strategies and tactics to enhance our online presence
- Deploy both digital and traditional marketing campaigns and own their implementation from idea to execution
- Manage our social media platforms by creating interactive and engaging content
- Participate in the site opening at our clients following new installations
- Play a key role in the sourcing of new coffee partners
- Continue to build our SEO by producing various digital content that engages and attracts our target groups
- Manage marketing budget and reporting on KPI with focus on ROI
- Keep abreast of core consumer behaviour and make recommendation to best position the brand in the market
- Responsible for continuous improvement of the Servomax website
- Analyze the competition content strategy and lead generation strategy
- Support the sales team by providing marketing material

REQUIREMENTS

- Bachelor's degree in Marketing or related field
- A minimum of 5 to 7 years of relevant work experience

- Excellent knowledge of digital marketing in a B2B environment
- Proficiency in French and English content writing
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Self-motivated with a high level of autonomy
- Excellent planning and organizational skills
- Proficiency in all MS Office applications
- Experience with Microsoft Dynamics CRM considered an asset

Interested candidates can submit their resumes to: emplois@servomax.com

We thank all applicants for their interest, but only selected candidates will be contacted.