



**Position:** Marketing Associate  
**Department:** Marketing  
**Reports to:** TBD  
**Revision Date:** March 03, 2023

### **About Us:**

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. "The L Squared Hub" is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

### **Fit:**

We have grown rapidly over the past two years, supporting high-profile clients in the USA, Canada, Europe, South America, Australia, and Asia. We are gearing up for even faster growth and looking for motivated, passionate and intelligent team players that love to work in fast-paced, sometimes chaotic environments, who believe in integrity, mutual respect, quality work, and being customer obsessed to join our team.

If you think you would be a great fit for our team, please apply today.

### **About the Position:**

Marketing Associate is responsible for supporting the marketing team in executing marketing campaigns, developing marketing materials, conducting market research, and analyzing data to measure campaign effectiveness. Marketing Associate works closely with cross-functional teams such as sales, product, and design to ensure alignment on marketing initiatives and help drive the company's growth.

Marketing Associate must understand the business of SaaS software, the importance of confidentiality, stay up-to-date with style guides and marketing trends, and be a good writer and speaker. The ideal candidate for this position will have excellent



administrative and word processing software skills, presentation know-how, and experience with relevant technology.

**What the Company Will Provide to You:**

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary
- Company benefits (after probationary period)
- Training
- Company events

**Principal Responsibilities:**

As a Marketing Associate, your duties and responsibilities include but are not limited to:

- Conducting market research and analysis to identify market trends and opportunities within a SaaS ecosystem.
- Developing and executing marketing plans and campaigns to promote products or services.
- Creating content for various marketing channels such as social media, email, and website.
- Co-creating marketing plans with our partners (Lenovo, LG, Samsung, Cisco, Intel, Best Buy, etc)
- Organizing events such as trade shows, webinars, and conferences to promote the company's products or services.
- Monitoring and reporting on campaign performance, and analyzing data to make data-driven decisions.
- Collaborating with cross-functional teams to execute marketing initiatives and projects.
- Contributing to the development of marketing collateral such as presentations, sales tools, and product documentation.
- Keeping up-to-date with industry trends, marketing best practices, and emerging technologies.
- Providing support to customers and clients by answering questions, resolving issues, and providing guidance on products or services.
- Establishing metrics to measure the success of marketing campaigns and initiatives.
- Other duties as assigned



### **Requirements & Skills:**

- Bachelor degree in marketing, business administration, communication, or a related field.
- Relevant experience in marketing, advertising, market research, consumer behavior, and statistics (one year).
- Strong computer skills and proficiency in Microsoft Office Suite and Google Suite.
- Digital marketing skills: Familiarity with marketing software and tools such as HubSpot, Google Analytics, Hootsuite, or similar platforms.
- Strong understanding of marketing concepts and tools, as well as the ability to think creatively and solve problems.
- Strong communication, analytical, and organizational skills.

### **Preferred Skills:**

- Pursuing certifications or additional training in specific areas of marketing, such as digital marketing or social media marketing (relevant certifications include HubSpot Inbound Marketing, Google Ads, and Facebook Blueprint) is an asset.
- Graphic Design, Video Production, Copywriting
- Understanding of search engine optimization (SEO)
- Experience working in a Software as a Service Company