



## Career Opportunity Position: Marketing Strategist

### We're looking for some Marketing Panash!

We've had an amazing journey so far.

Founded on the premise that broader access to AEDs would save lives, Iridia has helped save countless lives and has expanded into remote healthcare delivery, mobile hospitals/safe consumption sites, niche consulting, and most recently, into occupational health.

We've been amongst the Top 100 fastest growing companies in BC and Canada, have been shortlisted as a Top 100 employer, and nominated as one of Canada's most admired cultures.

While there is certainly lots to be proud of, there is much more to do. We've enjoyed much success owing to our word of mouth referrals, but it's time to get the Iridia brand onto the mainstage in a big way.

And that's where you come in.

#### **Role Specifics**

In this role, you'll tap into your strategic thinking skills to help us zero in on the most valuable target markets, and then uniquely position our products/services into them.

You'll leverage your exceptional communication skills and design talents to envision and produce content assets that resonate with, and engage, our client base.

Efficiently managing our social medial platforms to help tell the world about all things Iridia will be second nature to you.

With your keen appreciation for brand touch points, you'll help maximize the impact we achieve with one.

#### **Required Skills/Experiences**

If this opportunity feels like a fit, and you are applying we'll assume you possess the following:

- 5+ years in a similar at role and a demonstrable track record of success
- A strong understanding of marketing strategy and execution
- Exceptional organization and project management skills
- Solid communication abilities including a firm grasp of the English language in both written and oral forms
- Exquisite attention to detail and a strong pride of workmanship
- Robust graphics design skillset including proficiency with In Design, Adobe Illustrator and Photoshop
- A diploma or degree in Marketing



## **How to Apply**

Please take a second to learn about our values as they are the foundation of who we are, and of our future success.

If they strike a chord with you, take the next step and send us the following to [jturenne@iridiamedical.com](mailto:jturenne@iridiamedical.com):

- A copy of an up-to-date resume/cv with an attached cover letter
- A short video (no more than 1 minute) highlighting why this opportunity is of interest to you, why you'd be a good fit, and how you bring fun to the workplace.

Iridia has an open, diverse culture that encourages participation and innovation. We reward exceptional work and creative ideas. We have great benefits and perks including a generous training allowance, days off for volunteer work, and more.