

BESSEY. Simply better.

Innovative Cutting and Clamping Technology with Tradition



Get started with an innovative company!

In 1889, Max BESSEY founded the company BESSEY & Sohn in Stuttgart, Germany as a bright steel drawing plant. From its inception, the company has continuously expanded the range of products it offers. It was this spirit of growth that led BESSEY to begin production of hand clamping tools in the mid-1930s. Since then, the strength of its innovation has been underlined by the granting of numerous patents. "To stop improving is to stop being good", is the motto of company as said by founder Max Bessey, which remains true today, as it will in the future, and is the guiding principle to everything that the company does.

Our growing business of selling consumer and industrial tools is looking for a

Social and Digital Media Coordinator

to join and strengthen our team and who will play a pivotal role in growing the online presence of our brand.

You will tell the brand story via compelling social narratives and optimize for what drives engagement and audience growth through paid digital campaigns across existing and emerging social platforms. As a member of the international Marketing team your role will report to the Vice President, Marketing and will be based in our Cambridge, Ontario office.

Your responsibilities:

- Make sure Brand Identity is executed consistently and according to standards
- Manage and oversee content, postings, comments, and reviews on our social media platforms
- Communicate with social media followers, respond to queries in a timely manner and monitor customer reviews
- Establish, define and measure the success of social media platforms
- Contributing to strategy creation and implementation of strategies for influencer campaigns and their extension on social channels
- Coordinate website content with head office personnel. Review and improve website content for customers in cooperation with Sales
- Curate marketing assets (video, images, etc.) for easy access and communication
- Perform activities of internal communication
- Research and stay up to date with current technologies and trends in social media, design tools and applications

Your qualifications:

- Degree or diploma in Marketing, Communications or related field or equivalent experience
- Five to eight years of marketing experience in a similar role
- Deep understanding of the web, social media environment, blogging and community participation.
- Support the Marketing strategy and then drive that strategy proven by testing and metrics
- Strong customer service orientation
- Ability to jump from the creative side of marketing to analytical side
- Good working knowledge of Indesign, Photoshop, Illustrator, Word, Excel, and Powerpoint
- Previous database management experience, Microsoft SharePoint and SAP would be considered an asset

Please send your application to HR@besseytools.com.

Bessey Tools welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We are looking forward to receiving your application!