

TechJutsu Marketing Coordinator

Full Time

Why TechJutsu

TechJutsu offers a flexible work environment, allowing you to focus on the “life” part of work-life balance. Our team collaborates on everything from blog posts to the implementation of Identity and Access Management (IAM) solutions to this very job description, building each other up and helping every team member put their best work forward!

Working for a small business like TechJutsu allows you to learn a variety of skills organizations look for. You will work closely with our Founder and CEO, giving you experience in everything from managing social media platforms and developing video content to identifying market trends.

We are committed to a diverse culture; we believe in the power of diversity, and we’re dedicated to creating a diverse, equitable and inclusive environment at TechJutsu. We ensure equal opportunity for all applicants and encourage people of all visible minorities, including Indigenous applicants, and those of any religion, sex, age, ability, sexual orientation, gender identity or expression to apply.

Job Description

You will support the Founder and CEO by providing professional creative designs, video content, and other media focused on business promotion and product sales. You will use your exceptional skills in graphic design, communications, and market knowledge to help ensure TechJutsu’s distinct brand is easily recognized in the marketplace.

- Develop visually appealing and compelling content for various marketing channels, including social media, email campaigns, and website materials
- Produce high-quality graphics and videos that align with brand guidelines and resonate with our target audience
- Design marketing collateral such as brochures, posters, banners, and digital ads
- Ensure consistency in branding across all visual elements
- Collaborate with cross-functional teams to bring creative ideas to life through video content
- Assist in managing and growing our social media presence
- Create visually appealing posts and multimedia content to enhance engagement
- Track the performance of marketing materials and campaigns, providing insights for continuous improvement
- Assist in the development and implementation of the company’s brand strategy
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation
- Lead the content generation and administration of the organization’s social media, websites, blogs, newsletters, press releases, and other communication and marketing channels

Qualifications

You have

- Strong understanding of social media platforms and trends
- Excellent written and verbal communication skills
- Detail-oriented with a keen eye for design aesthetics
- Ability to manage multiple projects simultaneously and meet deadlines
- Skills in technologies such as Canva, Wix, MS Office, Lucidchart, HubSpot, and video editing software
- Prior knowledge of marketing strategies in alignment with business goals
- Ability to translate complicated topics into simple language
- Ability to successfully deliver high-quality products within expected timelines
- Strong ability to collaborate with team members
- Comfortable with continuous improvement feedback

Even Better:

- You have a pet (please attach a picture in your application)
- You have previous experience in a marketing role (formal education is desired but not required)

Additional Information

TechJutsu is a work-from-home environment, as such a measure of self-discipline is required.

We are a collaborative group, and you will be interacting with your teammates over video conference daily.

TechJutsu is an IT security services start-up company with a highly entrepreneurial culture and opportunity for growth. If you show an aptitude and drive, there is an opportunity to develop the role in a direction that both adds value to the company and develops your professional skill set.

While we sincerely appreciate every application received, only those candidates selected for an interview will be contacted.

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