



JOB TITLE: Marketing Specialist

COMPANY: ASUS Computer International

LOCATION: Markham, Ontario, Canada

ASUS has long been at the forefront of the information technology industry and although the company started as a humble motherboard manufacturer with only a handful of employees, it is now a dominant player in the global market and employs over 17,000 people in 50 countries around the world. ASUS makes products in almost every conceivable category of information technology, including PC components and peripherals, desktops, notebooks, tablets, servers and smartphones.

ASUS innovation continues to be recognized by prestigious international media organizations, and our products are consistently acknowledged with CES Innovation, iF Design, Good Design, and Red Dot awards. Inspired by the In Search of Incredible brand spirit, ASUS won more than 11 awards every day in 2020 and ranks as one of Forbes' World's Best Regarded Companies and Fortune's World's Most Admired Companies.

DESCRIPTION

Reporting to the Senior Manager of Advertising & Analytics, the Marketing Specialist will play a key role in growing the North American brand strategy and advertising plan. He/she will be tasked with supporting marketing initiatives including media buys (broadcast, print, out-of-home, online), landing page testing and optimization, and marketing research. The Marketing Specialist will also play a critical role in managing partner marketing funding programs.

This role will include the Smartphone, Laptop & 2-in-1 PC, Tablet, Desktop and All-in-One portfolios with a focus on our premium ZenBook and Republic of Gamers product lines.

Responsibilities

The responsibilities and essential job functions include but are not limited to the following:

- Research media buy opportunities to identify tactics that will help achieve ASUS' business objectives
- Create advertising assets and landing pages in coordination with the Design team
- Launch, monitor and optimize advertising as required to maximize effectiveness
- Analyze consumer, competitor and product category trends and insights, making recommendations based on that analysis and championing those recommendations
- Monitor, review and report on website analytics, and make recommendations based on findings
- Assist in the creation of campaign reports
- Liaise with ASUS team members and various business partners to ensure ASUS creative is compliant with partner funding requirements
- Assist with the partner funding claim process
- Work with accounting team to manage and process vendor invoices

- Stay up-to-date with the latest trends and changes in advertising

QUALIFICATIONS

Required Skills & Abilities

- A clear understanding of brand marketing strategy and above-the-line advertising tactics
- Team player with ability to collaborate effectively with various stakeholders and build business partnerships
- Well-developed analytical skills and the ability to grasp and explain complex situations and issues
- Strong problem identification and problem solving skills
- Ability to adapt to a demanding, rapidly changing work environment and to handle numerous duties, manage budgets, balance ongoing requests, set priorities and meet tight deadlines
- Strong with numbers and an ability to identify trends and patterns in data
- Detail-oriented and excellent attention to detail
- Positive, results-oriented attitude and a love of learning new things
- Proven written and verbal communication skills
- Proficient in MS Office applications, Google for Work, and project management tools
- Fluent in English, and French is an asset

Required Experience

- 1-3 years of relevant marketing experience, preferably in media planning and buying
- Hands-on experience with Google Ads, Facebook Ad Manager, Twitter Ads and other ad platforms, as well as Google Analytics
- Experience in consumer electronics or technology is a strong asset
- An understanding of gaming and the eSports ecosystem is an asset

Required Professional Designation/Certification

- University degree in Business Administration, Commerce, Marketing, or a related discipline required

Application

Please email your resume and cover letter to: canadaHR@asus.com and include the job title in the subject line.

We thank all applicants for their interests but only selected candidates will be contacted for an interview.

ASUS is in compliant with the Accessibility for Ontarians with Disabilities Act 2005 , and recognizes its obligation to provide accommodation in the job application process to persons with disabilities on request, up to the point of undue hardship. Requests for accommodation should be directed to Human Resources.