



Customer Service & Marketing Coordinator

Want to work for a fast-growing biotech company?

Microbix is a dynamic life sciences company and leading manufacturer of *viral and bacterial antigens and external Quality Control products* (Microbix brand name QAPs™) for the global infectious disease diagnostics industry. Established in 1988, Microbix is a traded company, listed on the Toronto Stock Exchange and headquartered in *Mississauga, Ontario, Canada*.

Here, opportunities are in every department- to do meaningful and impactful work, to learn something new every day, to try, and they are yours for the taking.

Within Customer service, your typical day would be a little more structured:

- Communicate promptly with Microbix's customers regarding the following:
 - Acceptance of new purchase orders, confirming receipt and prospective shipping dates
 - Product pricing and availability
 - Product inquiries or product issues
 - Sending of invoices, shipping details, and product documents as requested
- Processing customer purchase orders in the ERP system to create invoices and shipping paperwork
- Create shipment waybills and work with various couriers to ensure orders are shipped and delivered on time
- Resolve any issues evolving out of customer shipments in a timely manner
- Build a working knowledge of Microbix's products to better assist customers
- File and maintain paperwork records for accounting and auditing purposes
- Work with other departments, including the product coordinator to ensure products are available for sale and deadlines are met, and the product management team for custom requests.
- Other duties as required by Sr. Account Executive and Customer Service Manager

As a Marketing Coordinator, you should be able to:

- *Assist with **social media support*** – strategize, publish, and promote content (e.g. product, podcast, trade shows, etc.) on social media (Twitter, Facebook, LinkedIn, YouTube).
- *Execute **email campaigns** or have some knowledge of email marketing workflows.*
- Facilitate ***copywriting of marketing materials*** (aka Blog, brochures, flyers, catalog, site content etc. support).
- Work with the marketing manager to plan and execute **SEM, PPC, or other digital marketing components** (including data gathering, campaign management, ad creation, analysis, and reporting).
- ***Track, record, and report performance metrics*** (and competitive marketing analysis) on a weekly/monthly basis.



Required Skills or Knowledge:

- Fluent in English
- Excellent verbal and written communication skills; this position requires a lot of external communication with customers and contractors.
- Knowledgeable in Microsoft Office Suite of tools (Outlook, Word, Excel)
- 1+ year experience in Customer Service
- 2+ years experience in social media expertise, graphic design, and content development is a strong asset.
- Experience with ERP software is an asset
- Previous basic knowledge of social media tools, and digital media software, including but not limited to paid media (Google Ads, LinkedIn ads), WordPress, and email marketing workflows (Keap, Constant Contact, or Mailchimp)

Role breakdown:

- 50% of your role will involve social media, email marketing, ads strategy, collateral (brochures, flyers, catalogs building, tracking and optimizing brand KPIs)
- 50% of your role will be focused on customer service initiatives.

Why You'll Love Working Here:

- Flexible work culture.
- Open and transparent management structure – collaboration is how we make decisions happen.
- Career growth within this role, including leadership opportunities in two different areas (Sales and Marketing) bonus points for including your favourite colour within the subject line of the email.
- Continuous learning opportunities to promote personal and professional growth.

HOW TO APPLY?

Step 1: Please submit your portfolio which could include examples of Canva designs, Other Creative work done, product marketing materials, social media work, video content, case studies, guides, checklists, and landing page designs along with your application to Shitika.kulshreshtha@microbix.com and shane.niyamuddin@microbix.com.

Step 2: Introductory call with the Marketing Manager & CS Manager to learn more about you and answer any questions you may have.

Step 3: Ideal candidates will be invited to the Microbix office to meet with the Senior VP and complete an assignment.

Step 4: Offer!!!