

Marketing Specialist with Management Opportunity

Full-time, office-based role with flexibility to work from home

Posting Date: 14 July 2026

Position: Marketing Specialist

Department: Sales & Marketing

Report to: SVP, Sales & Business Development

Location: 275 Watline Ave, Mississauga, ON

About Microbix

Microbix Biosystems Inc. is a fast-growing leader in the global diagnostics industry. We are one of the world's largest commercial manufacturers of infectious disease antigens, supporting diagnostic test development across Respiratory, Childhood Diseases, ToRCH, Sexually Transmitted Infections, Gastrointestinal, and Vector-Borne Diseases.

In addition to our antigens business, we design and manufacture innovative External Quality Controls (QAPs™) and Reference Materials (QUANTDx™). These products support clinical laboratories and diagnostic manufacturers with test development, analytical validation, training, and ongoing quality control.

At Microbix, we work in partnership with leading diagnostic companies and clinical laboratories worldwide to improve the quality of infectious disease diagnostic testing. Joining our team means contributing to meaningful work that enhances global health and strengthens confidence in patient results.

Role Overview

Microbix is seeking a creative, organized, and hands-on marketing professional to continue the strategies developed over the last few years while adding fresh ideas. You will have support from our external B2B digital marketing firm, already familiar with Microbix, our website, SEO, brand style, tools, and previous marketing approach, helping provide continuity while you get up to speed.

Working closely with Product Management and Sales, you will support product campaigns, launches, trade shows, conferences, and other customer-facing activities. This role is ideal for someone who enjoys both strategy and execution, can manage multiple priorities, and is comfortable working with internal teams, external partners, contractors, agencies, and senior leadership.

Key Responsibilities

1. **Product and commercial marketing support:** Partner with Product Management and Sales on product positioning, launch strategies, customer-facing promotions, and marketing initiatives that support commercial objectives.
2. **Campaigns, content, and digital execution:** Plan, create, execute, and optimize integrated campaigns and marketing content across digital, social, email, advertising, website, trade shows, product launches, and other promotional channels.
3. **Brand, analytics, and stakeholder communication:** Strengthen brand awareness, ensure consistent messaging and visual identity, analyze campaign and market performance, and present plans, results, and recommendations to internal teams, partners, and senior management.
4. **Marketing operations and budget management:** Coordinate podcasts, agencies, contractors, vendors, interns, collateral production, estimates, contracts, marketing budgets, and ROI tracking.

Qualifications

- Bachelor's degree in marketing, communications, business, life sciences, or related field.
- Experience in life sciences, diagnostics, biotechnology, healthcare, or technical B2B environment is an asset.

Skills and Competencies

- 2-5 years experience in marketing, digital marketing, communications, content creation, graphical design or a related role.
- Strong writing, editing, and communication skills, with the ability to tailor messaging for different audiences and channels.
- Experience with social media, email marketing, digital campaigns, SEO, paid advertising, website content, and/or marketing analytics.
- Ability to manage multiple projects, including coordinating timelines, stakeholders, vendors, and campaign deliverables while leveraging data and analytics to evaluate performance, identify opportunities for improvement, and recommend actionable strategies to enhance results.
- Proficiency in Microsoft Office Mailchimp, HubSpot, Salesforce, Trello, Google Ads, Canva, Adobe Creative Suite, SEMrush, iMovie, WordPress, social media scheduling tools, advertising platforms, and web analytics tools

Salary & Benefits

- Salary range of \$70,000 to \$100,000 per annum.
- Health, Vision, Dental, Health Spending (HSA), Basic Life, AD&D, Employee Wellness Program.
- RRSP Matching and free parking.

How to Apply

Interested candidates are invited to submit a resume to human.resources@microbix.com

(subject line Marketing Specialist Position) and a brief cover letter outlining your relevant marketing experience, examples of campaigns or projects you have supported, and why you would be a strong fit for this role.