The LOOK Company®

1.866.979.8326 | thelookcompany.com
Canada • USA • France • Switzerland • Qatar

Marketing Communication Specialist

Company Overview:

The Look Company specializes in providing world-class visual engagement solutions for sport, retail, and commercial clients around the globe. We are a high-energy, fast-paced organization that thrives on innovation, collaboration, and results.

At The Look Company, we value creativity, teamwork, and a can-do spirit. We offer the chance to grow with a global company that rewards initiative, supports professional development, and fosters a culture of belonging and excellence.

Position Overview: Part-time, contract position, with the possibility of extension, increased hours, and consideration for a full-time and/or permanent position in the future, based on business needs.
Hours of Work: Scheduled part-time hours, Monday to Friday, to be worked within the business operating hours of 9:00am to 5:00pm. Specific hours and schedule will be determined based on operational requirements.
Location: Remote
Reporting To: Director of Marketing
Role Status: This is a newly created position

The marketing communication specialist will support the North American marketing team in the development and execution of The Look Company's e-mail marketing strategy and development of promotional materials.

Why Join Us:

We are a people-first organization that values respect, fairness, and open communication. Our team enjoys a supportive environment, opportunities for growth, and leadership that genuinely cares about staff wellbeing. We celebrate achievements, encourage feedback, and create a workplace where everyone feels valued and empowered to succeed.

JOB DUTIES (INCLUDE AND ARE NOT LIMITED TO):

- Support campaign strategies and sales with email marketing
- Design, build, and deploy email marketing campaigns
- Build automated email workflows- map sequences and customer journeys.
- Write engaging copy, subject lines, and calls-to-action (CTAs) that boost open and click-through rates.

- Maintain the email database in HubSpot and segment lists for targeted messaging.
- Create lists for new sales reps in HubSpot.
- Utilize Zoom Info for list building and other initiatives.
- Monitor key performance indicators and report on campaign performance.
- Adhere to industry policies and regulations, such as CAN-SPAM.
- Maintain consistent brand message and position, externally and internally
- Assist with the development of marketing materials
- Assist Participate in idea sessions for North America Marketing and Sales teams
- Other marketing duties as required

REQUIRED QUALIFICATIONS & SKILLS:

- University or College Degree/Diploma in Digital Marketing, Media Communications,
- Marketing, or a related program from an accredited post-secondary institution.
- 3+ years of marketing experience with specific focus on content development, e-mail marketing and lead nurturing.
- Strong writing and communications skills – ability to communicate with diverse audiences.
- Knowledge of digital communication tools
- Strong analytical skills, prior experience with campaign reporting
- Experience using HubSpot or other marketing automation platforms

We believe a diverse workforce makes a different. We are an Equal Opportunity Employer. We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.