



# E.B. Horsman & Son

*The Electrical Distributor of Choice!*

## About the Team

E.B. Horsman & Son (EBH) has been in business since 1900. We are strong, nimble, and growing! EBH is proud to be a successful Western Canadian electrical distributor with 20+ locations throughout BC, Alberta, and Saskatchewan, and we are consistently recognized as one of Canada's Best Managed companies. We take pride in living our core values and carrying our mission statement of "Providing the Best People, Best Solutions, and the Best Service in the Electrical Industry."

## Why Join the EBH Team?

### The Perks.

- Full benefits package
- Competitive compensation plan
- Profit-sharing
- Employee share ownership program (ESOP)
- RRSP matching after 1 year of employment
- Birthday day off

**The People & Culture.** You will be a part of a collaborative team with people you can be proud to work with.

**Continuous Development.** You will have access to our EBH University for personal & professional development. Training & Development has been an essential part of our culture. Increasing our knowledge not only builds confidence but empowers growth through learning.

## About the Opportunity

We are seeking a Marketing professional to support a variety of initiatives that align with the EBH culture, values and strategy, and business needs. We seek a Marketing Data Analyst at our Head Office in South Surrey, a fast-growing area in Campbell Heights Business District. Are you ready to collaborate with our Marketing team?



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The **Marketing Data Analyst** is responsible for interpreting research into the company's customers and their buying habits. They identify target audiences and gather web analytics to prepare strategies for success in marketing campaigns with an impact on sales outcomes. They will also be overseeing and responsible for the Lighting portfolio. They work closely with the Marketing Supervisor on internal and external communications, projects, surveys, and initiatives.

## **Position Type/Schedule:**

This is a full-time position with the ability to work remotely.

**Work Location:** Head Office, Surrey BC

## **What are the Key Accountabilities?**

- **Highly Organized.** Responsible for maintaining marketing CRM (Customer Relationship Management) databases such as HubSpot, Salesforce, and Asana.
- **Design.** Create and design surveys for learning our NPS (Net Promoter Score) score, and generate effective communication and presentations of data collected from polls, surveys, and other data collection methods. Once the data is compiled, have the ability to interpret the data and findings for the marketing team.
- **Content Writing:** Writing and developing media materials that can include press releases, media advisories, public service announcements, and blog posts. A successful candidate will need to have strong writing and communication skills and be able to show examples of work.
- **Data Administration and Analysis.** Assists with the maintenance of customer database, and ERP is kept up to date for Ie. Customer contacts, employees, and phone lists. They will be responsible for analyzing data from various sources and identifying opportunities in



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NEWS



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the market. Use this information to produce reports that identify areas of growth and branding strategies based on research patterns identified through studies.

- **Research.** Tracking advertising costs, researching customer behavior and exploring market trends and opportunities. Experience with PPC campaigns and processing and analyzing marketing data, be a proficient member of the marketing team, conducting research independently but sharing findings with the Marketing team.
- **Collaborative Communication.** Open verbal and written communication is integral for this role, as you will prepare engaging content on behalf of the Sales Directors and Sales Division. Such as preparing sales-related projects and initiatives, emails, letters, online content, assisting with sales campaigns, customer surveys, press releases, and so much more.
- **Values Teamwork.** You will collaborate with the Marketing team and our internal EBH branch network, and work closely with various departments. Teamwork is essential in this role.
- **Highly Driven & Motivated.** With our continued growth, you will be challenged in a fast-paced environment with competing priorities and is able to work independently.

## What you'll bring to this role:

- A diploma in Marketing or Communications or the equivalent of education and experience
- Minimum 2 years of work experience working within a marketing department
- Strong working knowledge of CRM programs such as HubSpot, Salesforce and Asana



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- Strong written and verbalizing and communication skills along with the ability to present
- Adequate knowledge of data collection methods (Polls, surveys)
- Excellent knowledge of statistical packages, databases and MS Office
- Advise management on the best ways to use the provided data
- Design specific research methods such as questionnaires and surveys
- Interpret data, formulate reports and make recommendations
- Devise and evaluate methods for collecting data (surveys, opinion polls, questionnaires)
- Digital marketing, marketing research, analytics and critical thinking are a must
- WordPress knowledge is an asset

## **Our Core Values: Celebrating the Past, Empowering the Future**

Teamwork & Collaboration | Integrity | Commitment | Reliability | Initiative | Continuous Improvement

## **Take Your Next Step With EBH**

If you believe your skillset matches the above description and are an enthusiastic, innovative, passionate and energetic individual we would like to hear from you. Please visit our website to apply for this posting [www.ebhorsman.com/careers](http://www.ebhorsman.com/careers) or click "Apply" on this posting.

## **Our Commitment to Inclusion & Diversity**

E.B Horsman & Son is a proud equal opportunities employer and we are committed to creating a respectful, inclusive and barrier-free workplace that allows all of our people to reach their full potential. A diverse workforce is a key to our success and we believe in bringing your whole self to work. We welcome all qualified candidates to apply and hope you will choose E.B. Horsman & Son as your employer of choice.



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