

Parados Cerebral Solutions Inc.

Fredericton, New-Brunswick, Canada
www.parados.ca



Position title: Business Development Representative

Parados is a data analytics company that provides athletic organizations with performance optimizing strategies by focusing on cognitive load management. Our platform uses predictive analytics to identify and mitigate the risk of head & cervical injuries and mental health struggles by combining health monitoring software with wearable devices.

Job Overview

We are looking for a creative Business Development Representative to be a part of our team. You will be coordinating with the other team members in order to undertake a variety of sales and marketing responsibilities. You will be responsible for managing customer accounts as well as social media and web pages, besides, analyzing the online metrics. Moreover, a solid grasp of sales marketing concepts like lead generation, SEO, SEM, designing advertisement campaigns will be crucial to your success in this role.

Drop in your application today if you have the zeal and enthusiasm to make our startup's voice heard loud and clear!

Responsibilities

- Analyzing and tracking sales & marketing metrics
- Conducting market research and developing effective marketing strategies
- Creating engaging content
- Preparing and conducting surveys/questionnaires to gather consumer feedback
- Communicating with clients and affiliate partners
- Ensuring proper portrayal of brand's image and tone
- Conducting research on latest market trends and keywords
- Drafting marketing emails
- Tracking the subscriber count
- Maintaining the company's all social media accounts
- Attending marketing events and training sessions
- Performing administrative tasks such as updating databases and spreadsheets

Requirements

- Bachelor's degree in Business, Marketing or STEM field
- Experience using a CRM like Salesforce, SuiteCRM or other
- Understanding of SEO tools like Google Analytics, Webmasters, and others
- Knowledge of latest market trends and social media marketing techniques
- Strong computer skills
- Ability to work under pressure
- Excellent communication and organizational skills
- Ability to conduct in-depth research
- Ability to work flexible hours
- Excellent networking skills
- Knowledge of email marketing software like MailChimp, HubSpot, ActiveCampaigns and/or Mautic
- Familiarity with basic editing software like Canva to create brochures and newsletters

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- Familiarity with website optimization tools like Hotjar, SimilarWeb and Screaming Frog
- Ability to work in a competitive environment
- Self-started with a passion for learning

Assets for this position include:

- Speaking French and/or Spanish
- An interest in sports, technology, health & wellness.

Necessary soft skills in a startup environment include:

- Adaptability
- Autonomy
- Communication
- Critical Thinking
- Resourcefulness
- Teamwork

Applicants interested in the position are encouraged to submit their resume and cover letter to pascal@parados.ca, include information about your favorite sport(s) in your cover letter.

This internship is funded by the Government of Canada under its Digital Skills for Youth (DS4Y) program. DS4Y, an initiative from Innovation, Science and Economic Development Canada (ISED), provides an opportunity for youth to gain valuable training and work experience needed for today's digital economy.

For more information about the DS4Y program in New Brunswick, please visit

<http://www.cybernb.ca/DS4Y>

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