

Marketing Specialist

Metex Corporation – Hybrid

Metex Corporation is a leading water treatment equipment provider, representing top-tier manufacturers while also designing and fabricating complete custom systems. Our technical expertise, service capabilities, and commitment to customer success set us apart in the industry.

As we continue to grow, we are bringing marketing in-house for the first time and we are looking for a driven, creative, and strategic **Marketing Specialist** to help shape the future of our brand.

This newly created role is an exciting opportunity to build, own, and execute marketing initiatives that directly impact company growth.

As our Marketing Specialist, you will take ownership of Metex’s digital presence and brand voice. You will develop and execute campaigns that increase awareness, generate qualified leads, and strengthen our position in the water treatment industry.

This role is ideal for a self-starter who thrives in a B2B environment and enjoys both strategic thinking and hands-on execution.

Key Responsibilities

Digital Marketing & Lead Generation

- Develop and execute digital marketing campaigns focused on SEO, SEM, and performance marketing
- Manage paid advertising campaigns (Google Ads, LinkedIn Ads, social platforms)
- Conduct keyword research and implement on-page and technical SEO best practices
- Optimize landing pages and website content to improve conversions and user experience

Content & Brand Development

- Create compelling content including website copy, case studies, newsletters, and social posts
- Manage and grow Metex’s LinkedIn presence with consistent content, images, and video
- Capture on-site photos and video content showcasing “Metex in action”
- Edit short-form video and visual content for social and email campaigns
- Maintain brand consistency across all marketing materials

Website & Analytics

- Update and maintain website content in WordPress
- Monitor and analyze website and campaign performance using Google Analytics and other tools
- Provide reporting and insights to guide strategic decisions

Marketing Operations & Events

- Design and update product datasheets and marketing collateral (Adobe Creative Suite)
- Manage marketing inventory and coordinate with external vendors (printers, web developers, etc.)
- Plan and coordinate trade shows including logistics, booth materials, and promotional assets

Skills & Experience

- 2–3+ years of B2B marketing experience
- Degree or diploma in Marketing, Business, or related field
- Strong copywriting and content creation skills
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Experience with WordPress and website management
- Knowledge of SEO, Google Ads, LinkedIn Ads, and social media advertising
- Experience using email marketing platforms (Mailchimp, Constant Contact, etc.)
- Strong understanding of Google Analytics and marketing performance metrics
- Experience coordinating events or trade shows
- Ability to manage multiple projects and meet deadlines independently

Who You Are

- A proactive self-starter who takes initiative
- Detail-oriented with strong proofreading skills
- Comfortable balancing strategy and execution
- Organized, resourceful, and results-driven
- Confident collaborating with technical teams and external vendors

Why Join Metex?

- Be the first in-house marketing professional and shape the role
- Direct impact on company growth and brand direction
- Hybrid work model
- Competitive salary
- Opportunity to grow as the marketing function expands

How to Apply

If you're excited about building marketing from the ground up and making a measurable impact, we'd love to hear from you.

Please send your resume and cover letter to careers@metexcorporation.com by March 31.

Only those selected for an interview will be contacted. No phone calls please. Interviews to be held mid-April.