

POSTING



**TITLE: DIGITAL MARKETING SPECIALIST
OR GUELPH, ON
12 MONTH CONTRACT**

LOCATION: LONDON

REPORTS TO: MARKETING MANAGER

GCRF: P2

PURPOSE OF POSITION

The Digital Marketing Specialist will be responsible for the development and execution of consumer marketing initiatives that support Trojan Technologies' business objectives.

Using the full range of digital platforms and tools, this role will be responsible for developing and executing digital marketing campaigns and programs - with an absolute focus on testing, learning, evolving and improving initiatives to drive revenue, customer acquisition & retention, and building brand equity. The successful candidate will be responsible for identifying strategic digital solutions that drive site traffic and penetration.

The ideal candidate is curious, energetic, enjoys continuous learning and has strong demonstrated experience and capabilities in digital marketing, project management and content management

KEY RESPONSIBILITIES

- Develop and execute digital marketing strategies and execution of business plan in support of engagement, loyalty, retention/win-back and brand-building.
- Drive the development of digital marketing plans by recommending, developing and executing superior digital marketing campaigns that are anchored in best practices and driven by ROI.
- Track and analyze the performance of digital marketing campaigns in order to recommend ways to optimize programs that deliver value and surpass objectives
- Support brand goals and provide ongoing strategic guidance and direction as it pertains to the digital environment.
- Contribute to the ongoing development of our websites including its design, functionality and technical maintenance required to optimize the visitor experience.
- Ensure key content sections of the site remain current and reflect marketing and organizational priorities.
- Manage analytics processes toward improving desired outcomes (including conversions, awareness, user satisfaction, etc.), as well as toward internal knowledge management. Provide intelligence and insights on key competitors on a regular basis.
- Manage relationships and projects with digital agencies, 3rd party vendors and corresponding budgets.
- Pro-actively identify opportunities for program and process improvements. Provide insights and expertise to stakeholders on all things digital.
- Ensure consistency of user experience on all devices (mobile, tablet and desktop) in conjunction with style guides and best practices.
- Strive for maximum satisfaction for customers interacting via integrated digital media.

BACKGROUND AND SKILL

- Must have a Bachelor's degree or higher in Marketing or Business , or equivalent experience.
- 3-5 years of experience in a marketing role, preferably in a publishing, marketing or advertising environment, with a minimum of 3 years in the digital space including e-commerce, email, social media and search marketing.
- Proven integrated experience and an understanding of the importance of digital communications as part of an integrated strategy.
- Deep understanding and hands-on experience with digital marketing channels, and a solid comprehension of direct and brand marketing principles.
- Proven systems expertise with tools in support of integrated digital marketing including email/sms marketing, analytics measures, content/interface/user experience design, content management and social media management.
- Proven analytical skills and expertise for optimizing marketing effectiveness and operational performance.
- Experience in international and cross-cultural marketing.
- Demonstrated leadership, proven decision-making, strategic thinking, and problem-solving skills.
- Excellent written, oral, and interpersonal communication skills.
- Outstanding organizational skills with the ability to handle multiple projects simultaneously while meeting deadlines.
- Self-motivated and detail-oriented with the ability to prioritize in a fast-paced environment.
- Excellent interpersonal skills with the proven ability to work effectively with all levels of management, team members and outside partners.

The above are not intended to be an all-inclusive list of the duties, responsibilities and requirements of the job described. Rather, they are intended to describe the general nature of the job.
