

## DIGITAL MARKETING SPECIALIST

### Description Overview

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Reporting to the Director of Marketing and Communications, the Digital Marketing Specialist is responsible for helping maintain the company brand through designing, creating, and delivering marketing programs to support the expansion and growth of the company's products and services through digital promotion (social media, Google Search, advertising, email marketing, etc.). The Digital Marketing Specialist will also be responsible for reporting back on digital marketing efforts through Salesforce and Active Campaign.

Working closely with the marketing department, the Digital Marketing Specialist will determine unique ways to spread awareness about the company and drive product sales by reviewing market trends and identifying target audiences to establish the direction for new digital marketing campaigns.

### Summary of Duties and Responsibilities

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- Develop, manage, and create digital marketing messaging and campaigns with a strong understanding of social media, Google AdWords, SEO, email marketing, etc.
- Plan, develop, and execute digital programs and campaigns, including online advertising, website strategy and design, social media, mobile, and deliverables.
- Managing digital agency relationships, day-to-day production, as well as campaign budgets and schedules.
- Design and build consumer journeys through email and other activations based on product lifecycle and engagement to drive retention, conversion, and consumer engagement
- Maintain and execute the email marketing deployment calendar and processes
- Collaborate with internal teams to create landing pages to optimize user experience
- Follow changing trends in advertising consumption and ensure that potential clients and consumers view our company's ad projects and successfully buy our products/services
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Brainstorm and implement experiments and conversion tests
- Own and maintain website analytics, metrics, and campaign reporting by pulling data from email lists, advertisements, and digital content to determine the levels of engagement each received.

### Education & Qualifications

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- Bachelor's degree or diploma in digital marketing or a related field
- 3-5+ years' experience in B2B SaaS digital marketing and advertising
- Experience managing PPC, SEM, and affiliate programs
- Experience working with Salesforce, specifically setting up campaign dashboards and reporting

- Advanced knowledge of Google Analytics and AdWords
- Expertise in creating and optimizing large B2B SaaS paid advertising campaigns
- Expertise with a range of digital marketing automation tools (HubSpot Pardot, Marketo, Active Campaign)
- Experience navigating social media and understanding how keywords boost marketing effectiveness
- Experience with CRM tools (SFDC) and social media automation tools (Buffer, Postplanner, Aweber, Hootsuite)
- Prior experience in email audience setup, email analytics, journey and email design, email deployment, campaign management, A/B testing, and reporting
- Comfortable operating with multiple products within a portfolio of SaaS products
- Proven oral and written communications skills with a high level of creativity, attention to detail, and problem-solving skills
- Exceptional interpersonal and communication skills with the ability to communicate effectively and navigate a high-growth, rapidly changing organization
- A positive, forward-thinking mindset
- Knowledge in grain marketing or agriculture is considered an asset

## Competencies

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### **Analytical Thinking**

The ability to apply logic to solve problems by taking an abstract or theoretical approach in order to get things done.

### **Communication**

Oral and written communication that involves using language effectively in order to convey a message, gather information, and facilitate the exchange of ideas that would influence others and yield results.

### **Flexibility**

The ability to adapt to whatever changes happen in a company without losing focus on goals. This also includes the ability to apply knowledge to new circumstances.

### **Interpersonal Relations**

The demonstrated understanding and respect of others to achieve and maintain a harmonious working relationship with coworkers.

### **Conflict Resolution**

Works to resolve all sorts of differences, especially among employees, to maintain a good working relationship.

### **Project Management**

The ability and knowledge to bring together all aspects of a project that are essential to its timely and efficient completion.

**Self-Motivated**

A love of learning with the drive for constant self-improvement and growth and a desire to help everyone be better and achieve their goals.

**Working Conditions & Physical Requirements**

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- Canadian citizen/permanent resident or legally entitled to work in Canada
- Willing to travel and/or work at events outside of regular office hours when required

If you are interested in this exciting opportunity and meet the above criteria, please send a copy of your resume in confidence directly to Susan Black of F.H. Black & Company at [sblack@fhblack.com](mailto:sblack@fhblack.com).

Please note, all job applicants must be Canadian citizens or permanent residents. We thank all applicants in advance; however, only those individuals who best meet our qualifications will be contacted.