

Digital Marketing Specialist

RCH is seeking a seasoned, motivated, results-oriented Digital Marketing Specialist to join our growing business within the dog and cat consumables department. This role will be responsible to develop, implement, track and optimize a comprehensive strategy across all digital media channels. As our Digital Marketing Specialist, you will be responsible for the execution and management of all things related to digital marketing – particularly Search Engine Marketing, Social Media Marketing & Email Marketing. You will manage and optimize inbound and outbound online campaigns, brand awareness, as well as lead generation efforts. Continuous analysis and optimization is required to increase conversion rates, ROI, and improve brand awareness and community engagement.

As Digital Marketing Specialist, you will:

- Plan and execute strategies to drive online traffic to our websites and other digital corporate assets.
- Build and plan our social media calendar.
- Develop, plan, execute and measure all web, SEO/SEM, remarketing, email and social media campaigns.
- Evaluate market conditions and benchmark against competitor data.
- Measure and report performance of all digital marketing campaigns, assess against goals (ROI and KPIs) and optimize future initiatives based on these insights.
- Utilize strong analytical ability to evaluate and optimize end-to-end customer experience across multiple channels and digital customer touch points.
- Track conversion rates and work with the design and programming team to make improvements to UX, UI, design and content.
- Collaborate with external agencies & partners
- Stay up-to-date and experiment with new online & industry trends

Education/ Work Experience/ Language

- University or College Degree in management, Marketing, or a related field.
- 5+ years of digital marketing experience.
- Perfect English language (oral & written)
- Working knowledge of French language

What you need to know

- SEO (extensive knowledge): Keyword Research, Competition audits, content creation/optimization/distribution, Link building strategies and Tactical implementation.
- Solid knowledge of website analytics tools (e.g., Google Analytics) – certification preferred
- Well versed in setting up and optimizing Google AdWords PPC campaigns and managing multiple accounts and campaigns at one time, with Display ads and remarketing features
- Email Marketing: Experience with email marketing systems, creating mobile friendly email marketing campaigns, funnels, and dashboards, setting up and managing email marketing automations/campaigns
- Experience in managing social media ads, audiences, remarketing, and insights on: Facebook, LinkedIn, Instagram, Twitter, Pinterest...

- Knowledge of wordpress, HTML 5, photoshop and sales force marketing cloud considered an asset

But most of all, we want you if you have:

- Excellent interpersonal skills
- A strategic and analytical mindset with a practical approach
- Ability to work both independently or as part of a team
- Can succeed in a fast-paced environment while under pressure
- Attention to detail and ability to handle, prioritize multiple accounts and multi-task

Benefits

- Permanent position with competitive salary (based on experience)
- Annual bonus structure based on performance
- Group insurance benefits: life, health & dental program
- Wide array of at-work conveniences, services and discounts, including on-site cafeteria, tuition reimbursement and employee purchase plans at a preferred price.

If you are someone who is passionate about taking the next step in your career and you want to be part of a successful company, do not miss out on this opportunity; send in your CV today to HResources-Can@rchagen.com.

We thank all applicants for their interest, but only those selected for an interview will be contacted.