



## **Content Marketing Specialist**

Founded in 1955, Rolf C. Hagen Inc. is a family company that has grown to become the world's largest privately-owned pet product manufacturer and distributor. We are driven by a common bond of love and compassion for animals, and the natural world that surrounds us.

### What We're Looking For

The Content Marketing Specialist is an integral member of the marketing team, specifically focussing on creating content for our marketing campaigns with the goal of supporting SEO, increasing brand awareness and establishing the brand as a thought leader. Working closely with our brand team and regional marketing teams you will update and enhance our websites and digital marketing efforts by creating content that is aligned with SEO strategy, product roadmaps and overall company goals. More specifically you will:

- Lead the digital strategy for building online brand awareness and database growth
- Spearhead ongoing website updates and new landing page builds
- Create high-quality and effective content in various formats including but not limited to blog posts, slide decks, landing pages, infographics, web content, video scripts and press releases
- In collaboration with the regional marketing teams, manage the E-marketing calendar to ensure global alignment across our online branded activities
- Collaborate with graphic designers to create web-based graphics
- Monitor Google Analytics to audit web content and implement updates that enhance the user experience and website traffic
- Produce ongoing website reports to validate ROI and future budget allocation
- Develop Email campaigns, including list segmentation, content coordination, automation, etc. while adhering to anti-spam legislations
- Act as brand team liaison for interactions with the IT department, regional digital marketing teams, and external web agency
- Ensure SEO best practices are implemented and optimized in collaboration with the web agency
- Keep informed of the latest web standards and trends to make suggestions for improvement

## Skills & Experience

- Post-Secondary education in Digital Media, Web Development or a related field, or equivalent combination of education and experience with relevant certifications.
- 3+ years of experience in a website coordination role
- Advanced experience using web technologies, content management systems, email marketing platforms and automation services
- Experience with Salesforce (or similar CRM), Google Suite (Analytics, Ads, Tag Manager), Social Media platforms
- Knowledge of SEO and SEM best practices
- Strong writing, editing (photo/video/text), presentation and communication skills
- Effective communication and experience working across multiple departments and social platforms
- Flexible with an ability to shift gears quickly between multiple campaigns and projects
- Experience with Adobe Creative Suite (Photoshop, Illustrator)
- Proficient in Microsoft Office suite (Word, Excel, PowerPoint)
- Knowledge of Wordpress and HTML/CSS coding considered an asset
- Superior organization and time management skills
- Thorough attention to detail and commitment to quality
- Strong work ethic and self-motivated
- A team player equally capable of working independently

## Benefits & Perks

- Profit-Sharing plan
- Remote work / Flexible office hours
- Medical, dental and life insurance coverage; premium paid at 80% by the employer
- 5 days of paid holiday office closure
- 45 hours of paid annual personal time
- Employee discount on pet products
- On-site gym & cafeteria with subsidized meal plans

If you are 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 and cover letter today to: [hresources-can@rchagen.com](mailto:hresources-can@rchagen.com)

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