



## **Web and CRM marketing specialist: Dog & Cat Consumables**

*You have a passion for consumer products and the pet food industry?  
You're looking for a new challenge and you want to be part of a dynamic environment?  
Join our marketing team! We want to hear from you!*

Rolf C. Hagen Inc. is seeking a motivated and results-oriented Web and CRM Marketing Specialist to join our dog and cat consumables marketing team.

Reporting directly to the Marketing Manager, the Web and CRM Marketing Specialist's main responsibilities will include the planning and execution of our B2C and B2B CRM campaigns as well as web site improvements and maintenance. Other web related activities will include conducting online surveys, optimization of our web sites (SEO), Adwords campaigns and SEM.

In addition, the Web and CRM Marketing Specialist may be required to assist fellow marketing staff with various tasks as the need arises.

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### **Responsibilities:**

#### **Web sites and digital marketing:**

- Responsible for the brands' consumer web sites including improvements in UX, maintenance and reporting on KPIs
- Ensure content stays relevant and up-to-date (product information, blog, videos, sponsors, etc.)
- Optimize the web sites' content through SEO
- Interface with external agencies, as needed
- Develop and execute Adwords campaigns and SEM
- Manage and respond to customer inquiries from web sites
- Create Google analytics and web reports, analyze results and make recommendations or adjustments for future actions accordingly
- Analyze competition, and follow trends and best practices

#### **CRM and e-marketing:**

- Create and manage CRM activities with our customer base
  - Plan annual calendar of activities
  - Develop and execute the monthly newsletter for two brands
  - Target our key audience through different channels: email, push notifications and web messaging
  - Execute regular A/B testing
  - Create reports, analyze results and make recommendations

- Write relevant and compelling content
- Maintain database to ensure up-to-date customer information
- Improve strategies to target our customer base
- Optimize performance through analyzing KPIs on a weekly and monthly basis
- Recommend best strategies and actions to improve campaign results
- Work with Salesforce Marketing Cloud and Wordpress on a regular basis

**Additional digital and marketing responsibilities:**

- Ensure all web related activities remain within budget guidelines
- Develop and execute surveys to our customer base
- Manage status of projects through continuous communication and follow-ups with key internal and external partners (sales and marketing teams, consultants, agencies...)
- Work collaboratively with the rest of the marketing team and other company departments such as sales and operations
- Assist with the implementation of the brands' marketing plans, as required
- Provide support with other digital activities such as social media campaigns, as needed

**Requirements**

- Minimum 3-5 years of relevant CRM and web experience
- B.Comm/B.A. in Marketing or related field or equivalent combination of education and/or experience
- Bilingualism, a must
- Experience in managing e-mail marketing campaigns and other digital marketing strategies
- Wordpress experience or CMS platforms
- SEO/SEM, Google Analytics experience
- Experience with email platforms such Mailchimp or Constant Contact
- Strong attention to detail and outstanding organization skills
- Creative thinker with multitasking capabilities
- Superior time-management and prioritizing skills
- Strong verbal and written communication skills with ability to present ideas and information clearly
- Collaborative and proactive team player
- Hands-on attitude

**Assets**

- Salesforce Marketing Cloud experience (a strong asset)
- Knowledge of Cognos an asset
- Photoshop experience 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 and as part of a team
- Can succeed in a fast-paced environment while under pressure
- Attention to detail and ability to handle and prioritize multiple accounts, and multi-task

If you are ready to take 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: [hresources-can@rchagen.com](mailto:hresources-can@rchagen.com)