

Web Marketing Specialist

About Us

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 Web Marketing Specialist will work closely with our brand team, regional marketing teams and external agency to update and enhance our website and digital marketing efforts. The ideal candidate is technically savvy, resourceful, a quick learner and eager to try new things. More specifically, they will:

- Lead the digital strategy for building online brand awareness and database growth.
- Spearhead ongoing website updates and new landing page builds.
- Publish, format, and maintain website content, tools, files, and related applications.
- In collaboration with the regional marketing teams and internal Social Media Specialist, 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 (CASL, GDPR, etc.).
- 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.

Required 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.
- Experience with Adobe Creative Suite considered an asset (Photoshop, Illustrator).
- Proficient in Microsoft Office suite (Word, Excel, PowerPoint).
- Superior project management and organizational 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 paid 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!

Submit your CV and cover letter to:

hresources-can@rchagen.com, james.braditsch@rchagen.com, eric.marquis@rchagen.com

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