



## Digital Marketing Strategist

**Employment type:** full time

**Seniority level:** associate

**Education:** diploma or certificate

Our Digital Marketing Strategist is a detail-oriented, efficient and social person, talented in spreading important news on digital platforms and staying on top of online trends.

As the Digital Marketing Strategist, you will be responsible for developing and executing digital marketing and social media strategies, and assisting with web-related projects such as small site builds, content management and analytics reporting.

### Responsibilities

- Develop and execute digital marketing strategies that span various mediums including social media, display advertising, email and website/online
- Deliver consistent messaging across traditional, digital and social media, understanding the nuances, trends and best practices in each
- Liaise with creative and client service team members on integration of digital communications into project and campaign strategies
- Write engaging website copy
- Write social media copy tailored to each platform and audience
- Craft engaging social media advertising copy and deploy advertising campaigns across platforms including (but not limited to) Facebook, Twitter and Instagram
- Evaluate social media, website and digital advertisements through analytic tools and develop evaluation reports
- Conduct website navigation and content audits
- Participate in creative brainstorming sessions
- Effectively communicate strategies, ideas and concepts to clients

### General qualifications

- Social media savviness is a must - you consider yourself a power user on multiple platforms
- 2 years previous experience in social media management and online marketing
- Firm understanding of social media and Google advertising techniques and tools
- Knowledge of Google Analytics and a familiarity with SEO best practices
- Previous experience in email marketing using services including MailChimp and Constant Contact
- Significant experience with content management systems, particularly WordPress
- Proficiency with Microsoft Word, Excel, PowerPoint, Outlook
- Proficiency with Adobe Creative Cloud, particularly Photoshop and InDesign
- Passion for all things digital



## Assets

- Advanced knowledge of SEO
- Previous hands on experience managing PPC campaigns via Google Adwords, Google Display Network, Facebook Ad Manager, etc.
- Programmatic media buying experience
- Familiarity with web development languages and markup, including HTML, CSS, PHP and JavaScript

## Want it to be you?

Send your resume to [jill@changemakers.ca](mailto:jill@changemakers.ca).

Application deadline: May 15, 2018