

Digital + Content Marketer

COPP Marketing + Design

Waterloo, ON

Job Description

COPP Marketing + Design is looking for a full-time **Digital + Content Marketer**, based in Waterloo Region.

You will manage digital + content marketing for our clients, including TORLYS and Wolseley Canada. In a given week, this could include scheduling social media posts, posting blogs, developing an integrated marketing plan, or creating a landing page on HubSpot. You will also be a main point of contact for our clients, and act as an account manager.

In addition to working with our clients, you will oversee the COPP website and social media accounts.

If you are an experienced digital + content marketer looking to build on your management and business development skills, we want to hear from you!

Responsibilities

- Develop and implement digital strategies for assigned clients, considering their specific requirements, objectives and expectations for results
- Act as the point of contact for clients for digital and key projects management
- Optimize web content to increase traffic and improve SEO/SEM
- Build, manage and grow client relationships and develop new ones
- Monitor, analyze, and report on data from Facebook, Twitter, LinkedIn, Instagram with Google Analytics and other internal reporting tools to measure campaign performance
- Report on web performance metrics, recommend new/revised tactics
- Contribute to business growth with innovative ideas/projects to build client business, improve existing account revenues and develop new business
- Identify and build relationships with key influencers, online journals, blogs, and other relevant websites

Experience

- 3 to 5 years experience in digital and/or content marketing
- Bachelor's degree in Marketing, Communications, or a related field
- Hands-on experience with SEO/SEM planning and CRM software (HubSpot)
- Organized and efficient
- Demonstrated skills in keyword analyses and making recommendations
- Experience writing marketing plans and implementing projects
- Clear understanding of how digital tools add value to brand strategy/growth
- Excellent communication and analytical skills
- Strong interest in architecture and interior design
- Ability to lead in client meetings
- Enjoy teamwork, sharing and learning
- Project management and business development experience

Working at COPP

We're a small creative marketing agency with a main office in UpTown Waterloo, a block from cafes and shops in the historic Seagram Lofts. We have an easy-going culture that is passionate about exceptional design and marketing, creating great work for a short list of amazing clients.

Join our talented team! Send your resume, cover letter, and a link to your online portfolio to [**careers@coppcomm.ca**](mailto:careers@coppcomm.ca). We are looking forward to hearing from you!