

COPP Marketing + Design is looking for a Digital Marketing Specialist

Note: Our team is working currently remotely as a result of COVID-19. When we return to the office, this position can continue fully remote or has the option of a hybrid working model if you prefer to divide time between the office and working from home.

About You:

You're looking to work as part of a team that is passionate about digital marketing and design for clients. You like to think about the bigger picture of digital marketing and the little details that make digital efforts a success. You're excited to be part of a team that is dedicated to growing our clients' digital presence through social media, advertising and digital campaigns.

What You'll Be Doing With Us:

Content Development and Support

- Create content for social posts for a variety of clients
- Research and write content for blogs and websites
- Assist in copywriting for digital campaigns and advertisements
- Assist in editing and proofreading various digital and print documents
- Continued support for our current digital marketing plans for our clients which includes:
 - Planning and scheduling content for social platforms
 - Monitoring and updating Google Ads as needed

Digital Advertising

- Setting up campaigns with Google Ads, Facebook Ads and LinkedIn Ads, and monitoring success
- Analyzing web performance metrics and basic user behaviour in Google Analytics and HubSpot
- Work on inbound marketing ideas and contribute to strategic marketing plans and advertising campaigns
- Apply SEO/SEM techniques in day-to-day activities

Miscellaneous Marketing Support

- Website content updates as needed through WordPress CMS
- Create content as needed for our personal brand platforms (website, social platforms)

Qualifications

- Degree or college equivalent in English/Communications/Marketing/Business
- 1-3 years of experience in a similar role, preferably in an agency environment
- Must be comfortable keeping up with best practices and changes in digital marketing
- Must be comfortable with interacting with clients on a daily basis
- Highly organized with attention to detail
- Excellent communicator in written and verbal forms
- Ability to work with brand guidelines and bring out the tone of a brand
- Experience with:
 - Google Ads/Google Analytics
 - Facebook Network Ads
 - HubSpot CRM
 - WordPress CMS
 - Hootsuite or another scheduling platform
- Basic understanding of inbound marketing, SEO and SEM

Please submit your cover letter, resume and any relevant work samples to careers@coppcomm.ca if you think you'd be a good fit for this position. We look forward to hearing from you and will contact candidates of interest for interviews shortly.