

Digital Marketing Manager

COPP Marketing + Design is looking for a Digital Marketing Manager!

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.

Note: Our team is structured as a hybrid. This position can be fully remote, or if you prefer, you can divide your time between the office and working from home.

What You'll Be Doing:

Digital Advertising (large focus on this area)

- Build advertising strategies for clients and create advertising reports
- Set up campaigns with Google Ads, Facebook Ads and LinkedIn Ads, and monitor success
- Analyzing performance metrics and user behaviour in Google Analytics and HubSpot
- Work on inbound marketing ideas and contribute to strategic marketing plans and advertising campaigns
- Manage SEO/SEM team member activities

Social Media Support

You will be working closely with the Content Marketing Manager to:

- Develop, implement and manage social media for clients including those for creative campaigns
- Measure the success of social campaigns
- Schedule social posts through Buffer and HubSpot
- Manage our firm's social media

Account Management

- Act as a main point of contact with clients, managing all digital projects and campaigns
- Work with clients to help proactively build marketing plans, and campaigns
- Brainstorm creative campaign concepts
- Manage client projects to ensure on-time and on-budget delivery
- Brainstorm new and creative growth strategies through digital marketing

Qualifications

- Highly creative with experience devising digital campaigns that engage, inform, and motivate
- Degree or college equivalent in English/Communications/Marketing/Business
- 4-7 years of experience in a similar role, preferably in an agency environment
- Track record of creating and maintaining client relationships
- Self-motivated yet customer-focused
- Proficient in marketing research and statistical analytics
- Highly organized with attention to detail
- Excellent communicator in written and verbal forms

Should Have Experience with:

- LinkedIn Campaign Manager

- Google Ads
- Google Analytics
- Facebook Business Manager
- HubSpot CRM
- WordPress CMS
- Buffer or another scheduling platform
- Inbound marketing

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.