

Reference number: S0002

Position Summary:

We are currently seeking a Jr Digital Marketing Specialist to join our Marketing team located in Montreal. Candidates must have a passion for anything digital and thrive in a fast-paced environment. Our company is recognized for developing cutting edge, sleek, high quality affordable small kitchen appliances sold through North America.

If you are results driven, self-motivated and want the opportunity to grow and develop your career, this job is for you.

Key Responsibilities

- Be responsible of the complete health of designated key brands by assisting in the creation of A+ digital content while ensuring data integrity and brand voice adherence
- Maintain, edit and modify content of website and social media platforms
- Prepare and execute briefs for video/photo/recipe shoots in collaboration with internal graphics teams and external agencies
- Maintain and coordinate brand ambassador relationships
- Develop digital marketing performance measurements and deliver post-campaign analytics
- Coordinate PR samples and other various events throughout the year
- Review new technologies and keep the company at the forefront of developments in digital marketing and leveraging social media tools
- Evaluate competitive landscape, market conditions and competitor data

Education, Experience, and Qualifications

- Prior marketing experience in consumer goods industry with shopper/retail marketing experience is an asset
- Proven expertise in digital marketing and strategizing as online community manager or digital content leader is welcomed
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Creative and autonomous, able to multi-task
- Demonstrable experience with marketing database, email and social media
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Open-minded solution-focused, and flexible disposition to be agile and respond positively to change
- Able to master MS Office (Word, EXCEL, PowerPoint)
- Knowledge of and graphic design software (Adobe Suite) an asset
- Bachelor degree in Marketing, Business or any other equivalent degree.

Job Type: Full-time

PLEASE INCLUDE SALARY EXPECTATIONS IN YOUR COVER LETTER. THANK YOU

Location: - Near Downtown Montréal, QC

Send your CV to hr@sensiobrand.com