



Digital Marketing Expert

Our company

Brokrete is an innovative, real-time ready-mix concrete, raw materials and construction commodities delivery marketplace.

Role and Responsibilities

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. You will work with a supporting team (such as programmers) to launch campaigns on time and on budget.

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Maintaining and build our social media presence across all digital channels
- Measure/report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Experience in using graphic design tool such as Photoshop or Sketch
- Collaborate with internal teams to create landing pages and optimize user experience
- Solid knowledge of website analytics tools
- Working knowledge of ad serving tools
- Strong experience in managing CRM
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS,
- Instrument conversion points and optimize user funnels
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

Qualifications

The ideal candidate will have proven experience leading and managing SEO/SEM, marketing database, email, social media and display advertising campaigns and have more than 5 years of experience. The candidate should also have a BS/MS degree in marketing or a related field.

Preferred Skills

- Highly creative
- interpersonal skills
- Critical Thinking - Problem Solving Skills
- Excellent analytical abilities
- Deadline-Oriented
- Planning and Organizing
- Decision-Making
- Communication Skills
- Team Work
- Stress Tolerance

What we offer

To be discussed : Full time - Competitive salary

Location

Ottawa or Toronto

