

## POSITION PROFILE

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The Digital Marketing Specialist plans, implements and coordinates the delivery of highly effective online-based marketing programs in support of Phantom's marketing and communications goals. Making every effort to remain up-to-date on key online trends, tools and resources, the Digital Marketing Specialist fully leverages the internet and web-based platforms to successfully implement corporate marketing strategies and create successful brand awareness, customer engagement and lead generation opportunities. As an integral member of the Phantom team, the incumbent will champion the organization's overall vision, mission statement, and corporate values.

### **Department Structure:**

This is one of three positions reporting to the Marketing Supervisor, the others being the Marketing Specialist (Programs) and the Marketing Specialist (Communications).

There are no subordinates reporting to this position.

### **General Position Responsibilities:**

(include but are not limited to, the following)

- Create and deliver a broad range of communications pieces to promote Phantom Screens across internal and external audiences
- Research, write, and design content for assigned marketing projects
- Collaborate with marketing team members to identify appropriate marketing solutions for internal and external stakeholders using existing templates and marketing portfolio items
- Provide day-to-day marketing support to internal teams and projects as assigned
- Assist in the creative process and brainstorming for upcoming marketing campaigns
- Assist in the development of the annual Marketing Strategic Plan by contributing ideas and recommending initiatives to meet Phantom's marketing goals.

### **Special Responsibilities:**

(include but are not limited to, the following)

- Support Phantom's online marketing strategy by working closely with external agency to execute corporate communications plan and messages through website, social media channels and corporate messaging platforms
- Work closely with team members and external agencies to execute corporate communications plan and messages through website, social media channels and corporate messaging platforms
- Maintain all corporate web properties, including any related URLs, and carry out or arrange for any edits and revisions on our corporate website as required
- Gather and analyze marketing performance data, provide monthly web analytics reports, and make recommendations to optimize online marketing programs with a focus on marketing effectiveness and continuous improvement.
- Contribute to the development of corporate social media strategic plan including page creation, campaigns, user tracking, and target audience engagement.
- Maintain Phantom's distributor subsites and work with 3<sup>rd</sup> party to perform routine content updates, applying best SEO practices and analytics to optimize user experience and increase conversion rates
- Work with editorial partners to drive SEO in content creation and content programming
- Research and analyze competitor advertising links
- Conduct social media audits to ensure best practices are being used

- Maintain digital dashboard of several different accounts
- Monitor key online marketing metrics to track success
- Design and execute digital media campaigns aligned with business goals
- Liaise closely with the Channel Marketing Managers on executing digital marketing projects, including online campaigns, website updates, implementation of email marketing campaigns, and other special projects as needed and assigned
- Provide day-to-day online marketing support to internal teams and projects as assigned.

### **Corporate Values:**

At Phantom Screens we value all our employees. We are committed to providing a safe and harmonious work environment, and all employees are required to help us achieve this by observing the following basic core principles of the organization:

**To speak the truth:** Conduct oneself with honesty, integrity, and morality

**To serve each other:** Treat co-workers with respect, dignity and fairness at all times

**To pursue excellence:** Encourage by example by demonstrating commitment and dedication in all that you do

**To practice stewardship:** Respect our working environment and the tools we are provided to do our job

### **Position Requirements:**

- A firm understanding of the fundamentals and capabilities of SEO, SEM, email marketing, paid social ads, web analytics, and best practices.
- Working knowledge of HTML standards and of browser and email environments
- Strong hands-on experience coordinating, deploying and measuring online marketing projects
- Proficient in the use of the Microsoft Office Suite of programs and demonstrated accurate keyboarding skills.
- Proficiency in graphic design software, including using Adobe Photoshop, InDesign and Illustrator is an asset.
- Experienced with digital marketing software, including WordPress, Google Analytics, Google Tag Manager, CRM & marketing automation (HubSpot, Salesforce, etc.), social media management (Hootsuite, Sprout Social, etc.)
- Broad experience and understanding of marketing and communications practices
- Able to accomplish multiple and changing priorities by appropriately structuring workflow.
- A keen understanding of the need to maintain confidentiality when encountering sensitive information.
- A self-starter, able to work unsupervised and apply sound judgment in line with corporate objectives.
- Strong interpersonal and communication skills, and the ability to develop and maintain strong internal and external relationships.
- A keen understanding of team dynamics and collaboration yet works independently if necessary.
- Occasional travel throughout the USA and Canada may be required.

### **Academic Qualifications and Work Experience:**

A minimum 2 years post-secondary education in a Marketing discipline, plus 2-3 years' experience in internet marketing with a background in SEO, SEM, social media, and web-related projects. An equivalent combination of education and experience may be considered.