

Digital Marketing Specialist (contractual)

6-MONTH CONTRACT WITH POSSIBILITY OF RENEWAL

To lighten the text, the masculine prevails but is used without regard to gender.

Objectif Lune is seeking for a Digital Marketing Specialist, passionate about data driven marketing and wishing to share his expertise to attract prospects, generate leads, increase brand awareness and turn customer experience into a fantastic journey.

Reporting to the Marketing Manager, the specialist will be a growth agent evolving in a very dynamic and technical environment open to ideas and innovation.

WHAT YOU WILL BE DOING

- Develop and implement innovative digital strategies for customer acquisition and retention
- Plan, execute, measure and optimize high-impact multi-channel campaigns
- Implement lead scoring methodologies to deliver a steady stream of qualified leads to the sales teams
- Plan and implement trigger-based nurturing programs for leads
- Create queries and lists segments for direct marketing campaigns
- Optimize and enhance all digital channels to drive traffic and conversions
- Constantly optimize the usability, design, content and conversion rates of the websites and email campaigns
- Monitor, analyze and report on key performance metrics as well as benchmarking against industry best practices
- Implement and maintain Google Analytics on the entire web ecosystem, measure performance and perform health checks

YOUR TECHNICAL PROFILE

- Proficiency with a marketing automation platform
- Knowledge of data segmentation, database queries and reporting tools
- Knowledge of Web analytics
- Knowledge of email marketing best practices
- Basic HTML and CSS programming skills
- Asset: Google Analytics, Google AdWords
- Asset: knowledge of Click Dimension

YOUR GREAT QUALITIES

- We work in French in the office but all communications with colleagues across the globe will be in English. Therefore, you are fluent in both languages.
- You think strategically and easily understand business needs
- You have a strong analytical mind with statistical skills and data driven thinking
- You are a Web addict, and keep your knowledge of this domain up to date
- You can hold your own in a technological conversation with integrators and programmers
- You demonstrate strong project management skills that give you the ability to multi-task in a fast pace environment
- You are attentive to details, show thoroughness and are well organized
- You are a real team player
- You are autonomous and know how to take initiative

YOUR EDUCATION AND EXPERIENCE

- Degree in Marketing or equivalent experience
- 3 years of experience in B2B digital marketing

LOCATION AND WORK SCHEDULE

- Montréal (HoMa), QC
- Flexible schedule, 37.5 hours per week

Still interested?

Visit <https://objmtl.bamboohr.co.uk/jobs/view.php?id=25>