

MARKETING SPECIALIST, DEMAND GENERATION

JOB NUMBER: 18-MK-MSDC-01

Posting Date: May 2, 2018

Closing Date: May 16, 2018

Start: Immediately

Duration: Permanent Full-Time

Location: Winnipeg, MB / Calgary, AB / Vancouver, BC / Seattle, WA

For Company Information visit WWW.ENCOREBUSINESS.COM

The Position

Reporting to the Vice President, Marketing the position of Marketing Specialist, Demand Generation will appeal to an accomplished individual who excels at developing and fine-tuning digital marketing strategies to increase web traffic, engagement and interest in the products (primarily Microsoft technologies) and professional services offered by the company.

The ideal candidate will possess a brilliant grasp of optimizing inbound digital campaigns, website metrics and best practices. Driven to succeed in a fast paced, constantly changing industry, you will be self-motivated and confident in your ability to make a difference. With a passion for technology and the evolving digital role, you will be remarkably organized, and capable of handling multiple projects simultaneously.

Key Areas of Responsibility

- Develop, implement and optimize lead generation and client acquisition strategy to achieve revenue and pipeline goals.
- Manage the strategy, execution, and optimization of paid search / SEM, display advertising, social and other top of funnel and retargeting programs.
- Collaborate with content marketing and blog contributors to create high-quality relevant content.
- Manage organic search engine performance and set goals based on site impressions, clickthrough rates, traffic and conversions.
- Craft landing pages and lead-gen forms for content to distribute through relevant paid programs.
- Assist with design and deployment of email nurture workflows to engage viewers and generate leads for products and services offered.
- Collaborate with team members to maintain a consistent brand voice and message across all paid programs.
- Stay on top of latest industry trends and technologies including developments in ad display, social media, SEM, SEO, mobile.
- Monitor site traffic and analytics; troubleshoot digital issues.

- Support new product launches with positioning definitions, unique sales propositions and collateral creation.
- Track key business metrics including leads, MQLs, SQLs and opportunities.

Desired Skills & Competencies

- Bachelor's Degree in Marketing, Communication or related field required.
- 4+ years' experience in business to business (B2B) digital marketing and advertising.
- Background working with Customer Relationship Management (CRM) systems and marketing automation tools such as Click Dimensions.
- In-depth knowledge of paid marketing channels and technologies, including paid search, retargeting and social network advertising (Facebook, Twitter, LinkedIn)
- Proficient in Google analytics and keyword tools.
- Thorough knowledge of search ranking, optimization factors and key algorithm updates.
- Experience with data-driven SEO analysis and optimization; metrics and results driven.
- Working knowledge of Wordpress.
- Familiarity with Microsoft Dynamics ERP, CRM applications.
- Must have a strong command of the English language, with excellent written and oral communication skills.
- Willing and able to travel; valid driver's license and passport are required.
- Must be legally entitled to work in Canada or US.

Please send your confidential résumé as a MS Word or PDF document to:
hr@encorebusiness.com, quoting the job number in the subject line of your email.

Furthering your success through the alignment of strategy, people, processes, and technology

We thank all applicants for their interest; however, only those candidates selected for subsequent interview will be contacted.