

Digital Marketer

Job Brief

We are looking for a driven Digital Marketer to attract and interact with targeted virtual communities and networks users.

What does a Digital Marketer do?

The goal is to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap.

Digital Marketers should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and “soft selling” the product by providing support to current and prospective customers.

Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

Requirements

- Proven working experience in digital marketing or as a social media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge using Adobe Suite, Buffer, Hootsuite, Wordpress, Google Analytics
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability

How to apply?

Please send your resume attached to careers@esconsulting.ca with the following subject “Careers: Digital Marketer”