



Job Description: Junior Digital Marketing Strategist

WE ARE CURRENTLY SEEKING A JUNIOR DIGITAL MARKETING STRATEGIST WITH 1-3 YEARS OF EXPERIENCE TO JOIN OUR PASSIONATE AGENCY. IF YOU WOULD LIKE THE OPPORTUNITY TO PUT YOUR CREATIVE SKILLS AND EXPERIENCE TO USE, WE WOULD LOVE TO HEAR FROM YOU!

About VentureWeb

VentureWeb is an award winning digital marketing agency, based in Squamish BC. We are a small team of passionate adventurers who like to ride boards & bikes, scale mountains and be outside. We specialize in digital business for outdoor, tourism and adventure industries. We love creativity, design, amazing brands and all things digital. The fusion of our collective passion is a love child we call VentureWeb.

Location Squamish

The fact that our Studio is located in Squamish, BC – wedged between Vancouver’s new media hub and Whistler’s world-famous mountain playground—is no coincidence. The appreciation we have for living here motivates us to drill to the core of our clients’ business with the same enthusiasm. As a small, dynamic team we tailor our solutions to each individual client, and focus intensely on each project. Rather than short term contracts we focus on long term relationships that allow us to make the biggest impact. We live and work in the community we serve, believing strongly in the strength of collaboration and social responsibility.

The Role

Working from our busy Squamish studio (or remote depending on the state of the pandemic), the role is varied and fast paced. The individual must be able to wear multiple hats and run multiple projects concurrently, often under tight timelines. The qualities of an ideal candidate and the required skills are too numerous to list but we have itemized the key qualifications below:

The Candidate

- Hard working, motivated, deadline driven individual focused on developing digital marketing excellence.
- Applicants should have experience with Google Analytics, Google Ads, Google Search

Console, Google Data Studio and Facebook Business Manager. Experience with Klaviyo, Shopify and Moz are a bonus

- Candidates should be familiar with the Adobe Suite of tools, in particular Photoshop, Illustrator, and InDesign
- Candidates should have an understanding of the outdoor, tourism and adventure travel industries
- Must have experience allocating and managing campaign budgets
- A university or college degree in marketing or digital communications is preferred

Applicants get bonus points for any of the following skills:

- Experience developing content (photo, video, blog)
- Experience on the Amazon platform incl. Amazon Advertising, reporting and/or optimizing listings
- A knowledge of HTML, JS, CSS and experience with tools such as WordPress, Shopify, ProcessWire and Drupal
- Previous experience with Google Tag Manager and Optimize

As part of our marketing team you will be involved in working with multiple projects across a variety of clients. On a day-to-day basis you will implement, analyze and enhance digital marketing campaigns for our clients. In more detail your role will include the following:

- Developing, managing and optimizing multiple CPC campaigns on Google & Facebook, including YouTube and Instagram
- Creating assets for client campaigns; writing copy, image/video selection and formatting
- Reviewing, analyzing and reporting on the effectiveness of tactics and providing insights to clients on a regular basis
- Implementing SEO enhancements for VW clients
- Assisting with website testing and go-live
- Managing and promoting VentureWeb on social media platforms
- Assisting our Marketing Strategists with reporting and client presentations

Personal Competencies

- Willingness to learn
- Excellent written and verbal communication skills
- Self starter and takes initiative



- Highly analytical and detail oriented
- Accurately prepares written business correspondence that is coherent, grammatically correct, effective, professional and engaging
- Understands digital design fundamentals and is proficient in the use of appropriate authoring software
- Develop presentations, blogs and social comment consistent with VentureWeb's brand
- Personifies VentureWeb's core values of innovation, integrity, accuracy and the best possible service for our clients

Personal Qualities

- Assumes additional responsibility without being asked
- Liaises with team members to ensure projects run smoothly on time and on budget
- Prioritizes multiple tasks effectively
- Proactively initiates, develops, and maintains effective working relationships with team members
- Proactively seeks opportunities to broaden and deepen knowledge base and proficiencies
- Anticipates client needs before they arise and presents solutions to project management that encompass issues at hand.
- Understands expectations that were set with client and recognizes when issues/events may affect delivery
- Manages time-keeping effectively

The Perks:

- A competitive salary and benefits package
- The opportunity to work with a great group of people in a fun adventurous studio
- Staff retreats we go cat skiing and boarding in the spring and ride bikes in the fall, every non pandemic year
- Access to experience some of what our clients are selling; i.e. discounts on gear, adventures and experiences
- Work life balance - we want our employees to work hard and have time to do the things they are passionate about.
- A diverse client base – no two projects are the same at VentureWeb



- The opportunity to interact with our amazing clients

DO NOT APPLY IF:

- You have never managed PPC campaigns before
- You don't live in Canada
- You needed to look up what PPC stands for :)

Apply:

hello @ ventureweb dot net / No phone calls please!

