



### **Job Description: Digital Marketing Coordinator (6 month contract)**

WE ARE CURRENTLY AFTER A DIGITAL MARKETING COORDINATOR WITH 1-2 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 a highly regarded digital marketing agency, based in Squamish BC. We are a small team of passionate adventurers who ride boards and bikes, scale mountains and play outside. We love creativity, design, code, brands and all things digital. The fusion of our collective passion is the 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 stomping grounds—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 both 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, the contract 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 duties are too numerous to list but are based on the following:

### **The Candidate**

- Hard working, motivated, deadline driven individual to develop digital marketing excellence.
- This role supports multiple SEM and PPC campaigns across a variety of clients.
- On a day-to-day basis you will be responsible for the achievement of our clients business goals in the digital medium.

- Your job will be to monitor and optimise the engagement and ROI of the digital experiences in close collaboration with Digital Marketing Strategists
- Applicants should have experience with Google Analytics and AdWords and Facebook Business Manager
- Candidates should understand search engine optimization and strategies for increasing search performance for our clients.
- 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
- 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)
- A knowledge of HTML, JS, CSS and experience with CMS tools systems such as WordPress and Drupal
- Previous experience with Google Tag Manager, Optimize and Data Studio

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 CPC campaigns on Google, Facebook and Instagram platforms
- Creating assets for client campaigns
- Developing performance reporting for client campaigns
- Implementing SEO enhancements for VW clients
- Assisting with website testing and go-live
- Managing and promoting VentureWeb on social platforms

### **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
- Maintains organized file management and naming

### **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
- 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 experience and interact with our amazing clients

### **Apply:**

hello @ ventureweb dot net

No phone calls please!

