



# **DIGITAL MARKETING STRATEGIST**

**LIFESTYLE, MEET CAREER. CAREER, MEET LIFESTYLE.**



**TODAY I SKIED SOME UN-TRACKED  
POW RIGHT TO THE VALLEY.**

**WE ARE CURRENTLY AFTER A DIGITAL MARKETING STRATEGIST WITH 3-5 YEARS OF HARDENED EXPERIENCE TO JOIN OUR PASSIONATE AGENCY. IF YOU WOULD LIKE THE OPPORTUNITY TO PUT YOUR STRONG SKILLS AND EXPERIENCE TO USE FOR OUR EXCITING CLIENTS 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 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 full time role is (like all roles at VW) varied and fast paced. The individual must be able to wear multiple hats and run multiple projects concurrently, often under tight time-lines. The duties are too numerous to list but are based on the following:







## THE CANDIDATE

We are looking for a hard working, motivated, deadline driven individual to develop digital marketing excellence. They need to have the following competencies:

- » 3-5 years experience in a digital marketing role
- » Able to manage multiple campaigns across a variety of clients.
- » Ability to achieve our clients business goals in the digital medium.
- » Monitor and optimise the engagement and ROI of the digital experiences we author including statistical analysis using Excel and other platforms as required.
- » Experience with the full Google suite including: Analytics, Tag Manager, AdWords, Optimize, Youtube and Data Studio.
- » Understand search engine optimization and strategies for increasing search performance for our clients.
- » Be adept at running campaigns on social media platforms and should also have experience in community management and follower engagement.



- » Familiarity with the Adobe Suite of tools, in particular Photoshop, Premiere Pro, and Illustrator.
- » Experience developing campaigns and implementing automation on one or all of the following email platforms: Mail Chimp, Campaign Monitor, and Hubspot.

**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 Drupal
- » Previous experience developing tactical shopping campaigns on commerce systems like Shopify
- » A/B testing experience

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 strategize, implement, analyze and enhance digital marketing campaigns for our clients. In more detail your role will include the following:

- » Understanding of the outdoor, tourism and adventure travel industries
- » Understanding the fundamentals of digital and conventional marketing
- » Understanding the current state of search engine optimization
- » Understanding the content creation process
- » Developing creative digital marketing initiatives
- » Developing campaigns on social and search marketing initiatives
- » Developing performance reporting for client campaigns
- » Developing and maintaining relationships with strategic partners of VentureWeb
- » Managing and promoting VentureWeb on social platforms

**PERSONAL COMPETENCIES**

- » Communication
- » Self starter and takes initiative
- » Highly analytical
- » Accurately prepares written business correspondence that is coherent, grammatically correct, effective,



## 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
- » A University degree in marketing or digital communications is preferred.

## THE PERKS

- » A competitive salary and benefits package
- » The opportunity to work with a great group of people in a fun 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 based – no two projects are the same at VentureWeb
- » The opportunity to get to interact with clients and build relationships

## NEED NOT APPLY

\*\*If you're posting daily selfies on social media but cannot define SERPS or ROAS then this isn't the position for you. We are looking for someone with **3-5 years experience** in "die by the sword," ROI driven campaigns and the scars to prove it!

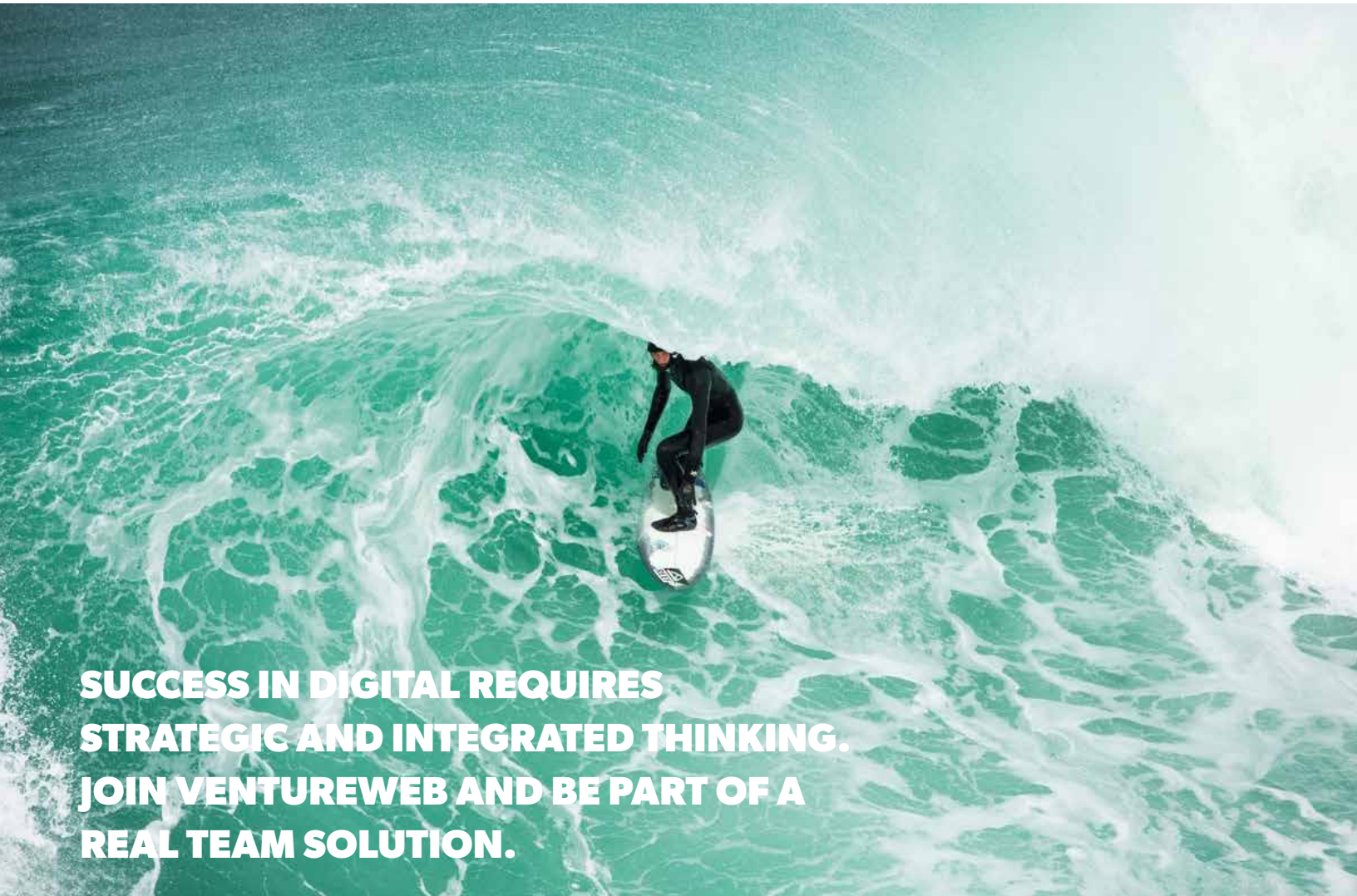


**IF YOU:**

- » Assume additional responsibility
- » Develop effective working relationships with team members
- » Understands expectations that were set with a client are everything
- » Love making all things digital
- » Believe in trust
- » Love a problem solving challenge
- » Have a good sense of humour
- » Have a sense of adventure and love the outdoors

**THEN THIS IS A FIT:**

- » Send your resume and cover letter to [info@ventureweb dot net](mailto:info@ventureweb.net)



**SUCCESS IN DIGITAL REQUIRES  
STRATEGIC AND INTEGRATED THINKING.  
JOIN VENTUREWEB AND BE PART OF A  
REAL TEAM SOLUTION.**