

A. Position

Job Title	Digital Marketing Strategist
Supervisor	Director of Client Strategies
Status	Full-time, Indeterminate

B. Context statement

Aasman (AAS) is a full service brand communications agency providing integrated communications solutions of all kinds to our clients, from brand clarification to identity systems, media planning, developing and producing advertising campaigns, marketing and communication materials, display materials and web design and development.

Our in-house services encompass the full range of agency activities, including strategic planning, project management, media planning and placement, creative development, content generation, production, impact measurement and analysis. We work with free-lance writers, photographers and other content providers on an as-needed basis. On larger projects, we partner with market research consultants and member agencies of our Trans-Canada Advertising Agency Network.

C. Job summary

Reporting to the Director of Client Strategies and collaborating with Account Managers, Brand Strategists, Designers and Developers, the Digital Strategist (DS) helps to drive tactics in communicating a client's brand through conceptual strategy, analytic review, architectural planning and execution oversight.

The DS plays an integral role on our team in leading innovative strategy for digital communication aspects of our client projects. Specifically, a DS brings creative insights, drives tactical strategy and enables successful execution to interactive solutions. As part of project teams, the DS works with Account Managers in outlining client needs, develops conceptual strategy with Brand Strategists, and oversees project execution with Designers & Developers.

The DS doesn't just act on desired requirements, but provides vision and insightful creative that illuminates interactive possibilities otherwise unseen. This keen ability is driven by a passion for staying abreast of trending technologies, keeping a finger on market pulses, and always looking for unique opportunities to improve results.

D. Main duties

- Build, monitor, report on and support optimization of ad campaigns across Search, Google Display, Meta and other platforms
- Develop a strong understanding of the clients' environment, business purpose and services as it relates to communications and marketing needs
- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI for our advertising campaigns
- Provide advice on, draft and execute email campaigns
- Draft and execute social media and content marketing campaigns
- Conduct research and develop reports on clients' campaigns
- Assist with development and management of clients' digital advertising assets
- Create and maintain site analytics (via Google Analytics and other platforms), metrics, and campaign reporting to management.
- Support digital team members in executing and reporting on digital marketing campaigns

E. Requirements

- At least two years of digital marketing experience
- Aptitude to learn and expand your skill set
- Strong written and verbal communication skills
- Proven experience delivering digital marketing results
- Familiarity with running online advertising campaigns with Google, Meta, and other social media platforms.
- Ability to work collaboratively on a team, yet be comfortable running a project or task independently
- Attention to detail
- Strong writing skills: you can draft campaign content and reports in your sleep
- Self-starter: you go above and beyond the requirements and anticipate team members' and client's needs
- Flexibility: you don't get flustered when new challenges are thrown your way
- Ability to work in a fast-paced environment
- Familiarity with analytical tools such as Google Analytics

F. Additional skills

- Experience running programmatic campaigns (Google Doubleclick, etc)
- SQL and Excel
- Familiarity with CMS platforms such as Wordpress
- Experience in marketing automation software and workflow building
- Experience with social listening tools
- Understanding of SEO