



POSITION DESCRIPTION

JOB TITLE: Senior Digital Marketing Manager

DEPARTMENT: Marketing

REPORTING TO: Director of Marketing

You are a leader when it comes to both creative ideas, media execution and public relations. You are obsessed with finding innovative ways of storytelling - you're our Senior Digital Marketing Manager. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. The Senior Digital Marketing Manager will work very closely with the Marketing Team, other cross functional teams and the digital agency to launch campaigns on time and on budget.

DUTIES AND RESPONSIBILITIES:

- As the always-on campaign lead, collaborate with internal and external stakeholders to build alignment and support for your integrated marketing plan
- Lead the strategy, ideation and development of content across all our branded channels globally.
- Identify trends and insights, and optimize spend and performance based on the insights
- Work with our digital agency to establish strategic annual goals and targets which:
 - Develop and optimize all customer acquisition strategies
 - Plan and execute Web, SEO/SEM, email, social media and display advertising campaigns
 - Measuring and reporting on the performance of all digital marketing campaigns
 - Ensure execution excellence by auditing and challenging on-going execution
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Measure and report performance of all digital marketing efforts, and assess against goals and key metrics (ROI, ROAS, CPC and, CPM)
- Instrument conversion points and optimize user funnels
- Identify new, creative growth strategies, and emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Continuous improvement of digital tools through testing, scale up and optimization of current technology investments
- Oversee the strategies, planning, execution and budget of our PR agency, incl. influencer program

EDUCATION, SKILLS & EXPERIENCE:

- Post-secondary education and completion in related field
- 5+ years' experience of managing multiple social media platforms and/or digital marketing campaigns
- Proven working experience and achievements in paid digital marketing and campaign management
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Exceptional working knowledge of social channels and platforms including Facebook, Twitter, Instagram, Pinterest and YouTube incl. paid social media execution knowledge and experience
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Ability to evaluate and change priorities under the pressure of tight deadlines in a fast-paced environment
- Experience sourcing and managing content development and publishing

- Exceptional interpersonal skills; able to work independently and as a part of a team, and able to lead others

TECHNICAL SKILLS:

- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns, marketing automation
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, Simply Measured, WebTrends)
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Knowledge of consumer-packaged goods in the food industry is an asset

BENEFITS:

- Competitive wages
- Extended Health benefits fully paid by Daiya for your family
- 3 weeks' vacation
- RRSP matching your retirement contributions
- Annual personal health and wellness fund
- Fun and creative environment
- Inspiring and innovative work
- Smart and passionate teams
- Making people and the planet a healthier place

HOW TO APPLY

Please submit your application to careers@daiyafoods.com with "Senior Digital Marketing Manager" on the subject line.