

POSITION TITLE: Digital Marketing Specialist (Bilingual English & Mandarin)

Employment Type (FT,PT,Contract): FT

Rate of Pay: TBD

Job Location: Burlington, ON

Hours of Work: 40 hour work week

Start Date: As soon as possible

Application Deadline: September 27, 2019

COMPANY NAME: Digital Marketing Specialist

Street Address:

Phone:

Fax:

Email: info@noahdigital.ca

Website: <https://www.noahdigital.ca/>

General Description of Duties:

Noah Digital is looking to fill a full-time Digital Marketing Specialist position, reporting to the VP of Client Success and Training, at our head office in Burlington Ontario. The candidate will collaborate with our digital marketing team in all stages of marketing campaigns. Your valuable contribution will help us provide quality services to our clients. The ideal candidate would have a decent knowledge of digital marketing, including SEO, social media, and PPC, and good at following directions. Ability to meet deadlines and work in a fast paced environment independently is a must.

About Noah Digital

Noah Digital is Canada's #1 Chinese and English digital agency specialising in search engine optimisation (SEO), paid search (PPC), programmatic advertising, social media, content marketing and conversion rate optimisation. We work with a range of amazing companies who share a common goal - growing their business. We fuel our company off driven and energetic individuals who are motivated to learn and grow every day. We want our Digital Marketing Specialist to be a part of an innovative, strategic and fun company to work for. We work hard, have fun and love what we do. If you have a passion for digital marketing and eCommerce, we want to talk to you.

Responsibilities

- Perform website audit and marketing research on competition
- Write blog posts and email marketing messages, and prepare social media posting
- Coordinate with other team members on various projects
- Support VP of Client Success and sales team in daily administrative tasks
- Work on SEO tasks such as on-page SEO, local SEO, and link building

- **Work on social media tasks such as content calendar creation, social media posting, campaign setup and management.**
- **Help organize marketing events such as seminars and training courses**

Skills and Experience Required:

- **Self-motivated with a strong desire to learn digital marketing skills**
- **Solid understanding of digital marketing fundamentals**
- **Strong verbal and written communication skills in English is a must. Prefer native speakers**
- **Excellent knowledge of MS Office, HTML, CSS and basic programming skills**
- **Image and video editing skills required**
- **Familiarity with marketing computer software and online applications (e.g. CRM tools, Google Analytics and SEMRush)**

Benefits and Perks:

- **On-going training and mentor**
- **Flexible working schedule**
- **Competitive salary**
- **Casual & friendly work environment**
- **Health and dental**

How to Apply:

Please email your Resume and Cover Letter, and outline why you think you would work well with us to info@noahdigital.ca

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