

EMPLOYMENT OPPORTUNITY

Digital Marketing Director

Company: POP INC

Job Title: Digital Marketing Director

Superviseur direct: Kimberly Biggs, CEO

Term: Full Time - permanent

Location: POP INC HQ (Chelsea, Québec)

Salary: Experience Driven

About POP INC.

POP INC is a digital marketing agency and multidisciplinary production studio. It's a collective of bold humans, all working together to propel small and medium-sized businesses.

Our added value

WE ARE DIGITAL MARKETING NATIVES

Our core team members are digital natives, born and raised in a technological environment and part of the social ecosystems you want to integrate your brand into. The web is our playground.

WE ARE A MULTIDISCIPLINARY TEAM

Successful digital marketing requires the collaboration of diverse creative talents to propel your brand online. Strategists, directors, filmmakers, photographers, web designers, social media managers, digital advertising and influencer campaign managers, and copywriters come together to achieve the best results.

WE TAKE A HUMAN-CENTERED APPROACH

We know what inspires the target audience, how to get the message across to them and how to navigate the web. We also know what interests them and how to present a brand in a way that leaves a good first impression and also ensures their loyalty.

Profile we are looking for

We are looking for a human being who is passionate about digital marketing and who loves consulting. Someone who likes to innovate and move things forward. This person asks questions and is curious by nature. This person excels at managing multiple projects simultaneously, loves DATA and results. A person who has great emotional intelligence and loves personal development. In closing, this person is a unifying leader, who enjoys working as a team and in unison with our CEO.

Job description / Responsibilities

- Conceptualize, creation and implementation of marketing strategies for our clients;
- Creation of service proposals;
- Manage client accounts and important relationships within our company;
- Management of various marketing projects (Web, E Commerce etc);
- Orchestrate projects in collaboration with all internal departments, external contract resources and vendors and support the team in the completion of these projects;
- Responsible for the DATA results of projects & campaigns ;
- Supervision of the agency's 3 digital project managers
- Work closely with the Creative Content Director and the CEO in the development of Pop's client strategy
- Measuring statistics and results of the various platforms and writing performance reports;

Skills

- Flawless written and spoken French and English.
- Strong ability to build relationships with customers, employees and partners.
- Advanced knowledge of digital marketing (web, SEO and advertising)
- Strong knowledge of social media platforms
- Strong organizational skills and attention to detail
- Superior time management skills
- Ability to manage multiple tasks simultaneously
- Leadership and autonomy
- Strong ability to build relationships with influential people
- Willingness to learn and stay current with digital marketing trends.
- Passionate about marketing, branding and social media.

Requirements

- Undergraduate degree (i.e. Bachelor's degree) in marketing, business or other field relevant to the job;
- A graduate degree (i.e. DESS or Master's degree) will be considered an asset;
- Three (3) to five (5) years of relevant experience in a similar marketing position;
- Experience in project management - be able to carry out several projects simultaneously;

POP Agency Inc. is :

- A stable position;
- An office in Chelsea near the lakes and trails or working from home,;
- A fireplace in the winter, a beautiful yard and garden in the summer;
- Flexibility;
- Personal development, management coaching and astro coaching;
- A young, daring, foodie and adventure filled team;
- A great client base;
- Work-family balanced;
- All-you-can-drink coffee and beer on tap on Fridays;
- Participate in happy hours and multiple conferences in the business community;
- The possibility of humanitarian trips with humanstohumanity.com;
- Group insurance and vacations.

For ease of reading, we have used the feminine gender as a neutral gender to refer to both women and men.

Start date: March 27, 2023

Send your resume by email to Kimberly@agencepopinc.com