

Digital Marketing Strategist

Are you passionate about implementing and optimizing integrated marketing campaigns across digital platforms? Do you want to help grow Halifax by attracting businesses and people to the city and helping them be successful here?

Join Halifax Partnership's Marketing & Communications team, work with a fantastic group of people who love what they do, and the city they do it in. Halifax Partnership is Halifax's public-private economic development organization. The Partnership drives and accelerates economic growth by selling and marketing Halifax to the world to attract businesses and talent, helping businesses reach their full potential and tracking and reporting on Halifax's economic progress. Our network of influential and globally connected partners is committed to building an inclusive, thriving, prosperous Halifax for all. We strive to be a workplace that is rich in diversity where everyone feels a sense of belonging, can be their authentic self, and are safe, included, and respected.

www.halifaxpartnership.com

A bit about the job:

Reporting to the Director, Marketing Communications & Strategic Initiatives, the Digital Marketing Strategist plans, develops and executes the organization's integrated digital strategy, programs and campaigns, including online advertising, content marketing, web site management, social media, and mobile.

Working closely with internal teams, our agency and in-kind partners, the Strategist helps set the strategic direction of digital campaigns to increase exposure and optimize business results. This includes, but is not limited to:

- Leading the creation of digital marketing and communications strategies (e.g. digital content and website strategies).
- Managing multiple online properties, channels, campaigns and platforms.
- Planning and publishing digital and communications content (e.g., website and social media content, profiles and success stories, marketing campaigns, e-newsletters, etc.)
- Supporting creation of digital ads.
- Owning and reporting on digital marketing analytics, metrics, and campaigns with consistent monitoring and analysis to drive data-driven decisions and marketing optimization.
- Managing digital marketing budgets and schedules.
- Managing the integration of the organization's websites and other digital tools with Salesforce.
- Ensuring all digital initiatives are aligned and integrated with other Partnership communications and marketing strategies and tactics.
- Establishing best practice channel and tactical strategies that attract businesses and people to Halifax and deepen the relationships we have across the city.

Qualifications

What you bring to us

- Our ideal candidate has a post-secondary education in marketing, business, or communications (or equivalent experience.)

- You have a minimum of five years' professional experience in digital marketing techniques and practices.
- You have a proven ability to plan, execute and analyze digital and social media campaigns with demonstrated success in data-driven decision-making and in digital lead generation and conversion.
- Your technical skills include experience with Craft CMS, social media platforms (LinkedIn, Twitter, Instagram, Facebook); design programs (Canva, Adobe InDesign); in depth knowledge of SEO programs (Google AdWords, Google Analytics, Adobe Analytics) and demonstrated experience with data analytics reporting; experience with Salesforce and Pardot is considered an asset.
- You bring knowledge of current digital trends and standards and are interested in researching new channels and methods of paid amplification.
- You have excellent written and verbal communication skills including copy and visual storytelling ability and are highly organized with strong attention to detail.

Work With Us

What we offer you

A dynamic workplace with a team committed to economic development strategies and initiatives that help our Halifax region, and the people in it, thrive.

Our total compensation package includes a competitive base salary, a comprehensive benefits plan plus a number of special extras like transportation, wellness programs, professional development opportunities, extra paid time off through a combination of days off in the summer and Christmas, and paid leave to support volunteer work. We also have flexible working arrangements and a hybrid workplace policy.

Halifax Partnership is committed to fostering a culture of belonging, grounded in the principles of equity, diversity and inclusion. We encourage applications from all qualified candidates, especially African Nova Scotians, Indigenous peoples (especially Mi'kmaq), women, persons with a disability, racialized persons and 2SLGBTQ+ and/or gender and sexually diverse individuals.

Deadline and process

If this sounds like you, please submit your cover letter, resume and salary range expectations by **5:00 PM on Thursday, January 12th**. Interviews will be held in late January. We look forward to hearing from you!

Applications should be sent through [CareerBeacon](#).