



Social Media/Analytics Specialist (Western Canada)

Join the exciting and ever-changing world of Aviation!



The Opportunity to work remotely

Are you seeking a career opportunity where you can influence change and add real value to a driven marketing team? Would you like the opportunity of a lifetime to partner shoulder to shoulder with a proven marketing innovator who is known for his lateral thinking and new business development acumen?

We are an International Airport looking to inspire and remind business professionals and travelers of the excitement and opportunity that lives within an airport. We serve as a hub for business and technology as well as the gateway to excitement and adventure!

We are seeking a full-time, experienced **Social Media/Analytics Specialist** to join our dynamic marketing team. Reporting directly to the Vice President you will lead the strategy, ideation and development of content across all of social media channels. You will be responsible to research trends, emerging markets and implement emerging technology. You will be responsible for developing and implementing Social Media strategies to increase our online presence and improve the marketing and sales efforts. You will be leveraging contemporary strategies in search engine marketing and growth-hacking techniques.

In addition, you will.....

- Perform ongoing keyword expansion including identification and implementation of keyword opportunities;
- Collect and analyze data to identify trends and insights to achieve maximum ROI
- Write and design pages optimized for SEO staying true to brandings standards
- Keep up-to-date with SEO best practices, keyword research tools.

Requirements:

- Bachelor's degree in Advertising, Marketing, Communications, Business, or related fields
- Google Analytics and Google Adwords Certified
- Must have at least 2 years of experience in digital marketing, and SEO
- Excellent understanding of contemporary digital marketing principles, strategies, and best practices
- In-depth experience with website analytics tools Including Google Analytics, SEMrush, etc.
- Proficiency in MS Excel, PowerPoint, and Word
- Preferred experience with Google Analytics to track Social Performance
Experience with HubSpot would be a bonus
- In-depth knowledge and expertise of social media platforms including: Twitter, Facebook, Instagram, LinkedIn, and YouTube
- Understanding of digital marketing channel strategies

- Analytical skills with the ability to draw conclusions based on data
- Outstanding communication skills
- Demonstrated ability to deliver impactful, large-scale digital media strategies
- Ability to define important social media KPIs
- Collaborate with Marketing and Creative teams
- Understanding of digital marketing channel strategies
- Demonstrated experience growing qualified social audience
- Experience with social media management tools: HootSuite Core, GaggleAmp.

We are looking for the best of the best, so if this sounds like "YOU" then we want to know "WHO" you are and what you are all about!

This position is "home based" so you can be located anywhere in Western Canada.

Base Salary **75-90K** based on experience.

You will be provided all the tools you will require to make things happen!

You must be able to work independently but also be part of a team.

You must be flexible to fly in to meet with members of your team on a regular basis.

If this position is of suitable interest to you, please submit your resume in full confidence to:

Wanda Steiner, President, Steiner Search Group via email at wanda@steinersearchgroup.com.

For more information, visit: www.steinersearchgroup.com



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