

Senior B2B Marketing Specialist

Department: Marketing

Reporting to: Director of Marketing

Responsibilities

- Design and execute on digital marketing strategies and campaigns that will support client acquisition efforts across all stages of the funnel.
- Devise strategies to drive online traffic to the company website and lead the PPC and digital paid media strategy
- Lead and execute all outbound/inbound demand generation campaigns across all channels and manage nurturing campaigns
- Lead the content marketing / webinar strategy and execution to optimize lead generation
- Manage day-to-day analysis, tracking, optimizations and bid management of paid ad campaigns across search engines, display and social media (SEM, retargeting, Google Ad Display Network, FB, Instagram, Bing and LinkedIn). Stay up to date with marketing and PPC trends and tools.
- Optimize paid marketing initiatives to drive down CPAs across multiple channels
- Recommend or implement improvements to ads copy, display banners and landing pages as needed and collaborate with copywriter and graphic designer to lead all B2B marketing initiatives
- Proactively propose, implement and manage new ad buying initiatives and other sources of customer acquisition including through strategic partners and traditional media publishers
- Improve digital acquisition and nurturing plans of offline activities (ex. tradeshow and sales presentations)
- Work with Director of Marketing to determine KPIs and ensure budgets, tactics, and outcomes for acquisition or engagement respect marketing strategies and sales & marketing plans
- Responsibility for planning and budgetary control of all digital marketing through Director of Marketing
- Participate in marketing campaign meetings with other key players to understand the company's expectations relating to marketing content

- Optimize demand generation across all of BusPatrol's existing channels including but not limited to the website, email, PPC, content, social, webinars, and SEO.
- Digital performance tracking and regular aggregate reporting of data from Google Analytics, HubSpot marketing suite, ad platform metrics etc.
- Develop ad and customer acquisition reports for upper management
- Propose improvements to campaigns or digital acquisition strategy based on insights from BusPatrol's campaigns
- Manage and maintain an organized back office while working within the HubSpot sales and marketing suite (reporting, segmentations, marketing automation, landing pages, etc.)

Requirements and Skills

- Qualifications Degree/Diploma in Marketing, Advertising or related discipline
- 5+ years in a marketing role, preferably with enterprise B2B customer acquisition
- Skilled in inbound marketing, content marketing and sales strategies, best practices and knowledge
- Inbound and HubSpot certifications, strong understanding of marketing automation
- In-depth working knowledge of Google Analytics, AdWords, G-Suite, Microsoft Office Suite, and social media
- Experience in search engine optimization and marketing (SEO AND SEM) and expertise in web analytics and tracking implementation

Assets

- Previous experience working with technology companies or digital agencies
- Advanced knowledge or extensive experience using Google Tag Manager, Google Data Studio, Google Search Console, Wordpress and SEMrush
- Bilingual (French/English)

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Why BusPatrol? A fast growing safety technology company in downtown Montreal....

- Leadership and growth opportunity for qualified designers
- Opportunity to diversify your skill set by participating in different projects
- CSR opportunity to make a big impact for student safety
- Relaxed family-like environment
- Working with dynamic staff
- Personable, friendly staff
- **Health Benefits?**
- **FTQ RRSP Plan?**

Job Types: Full-time, Contract

Experience:

- B2B Marketing and Analytics: 5 years (Required)

Work remotely:

- No