

# PR & Advocacy Officer

**Department:** Marketing

**Reporting to:** Director of Marketing

## Responsibilities

- Develop, design and execute digital marketing strategies and creative campaigns that will support the growth of BusPatrol's brand recognition across audiences and stakeholders related to pupil transportation and student safety (community leaders, parents, teachers, students, school bus drivers and school officials)
- Analyze and manage all aspects of regional-targeted marketing campaigns to assist government relations and lobbying goals through effective public engagement
- Manage public relations initiatives and execute PR strategies for regional and national PR campaigns including overseeing press releases, earned media, media visibility through interviews, affiliations, etc.
- Devise strategies to drive online traffic to the company website, digital channels and lead the PPC and digital paid media strategy attracting advocates for stop-arm programs and school bus safety initiatives
- Lead and execute all outbound/inbound demand generation campaigns across all channels and manage nurturing campaigns for parents, grandparents, teachers, school bus drivers, and school officials
- Head third-party media and outreach business partnerships to increase brand awareness of BusPatrol and its stop-arm program and technology
- Manage media and influencer marketing strategy to grow audiences across all BusPatrol's channels
- Manage education and pupil publishers for opportunities to reach stakeholders across digital and traditional media
- Develop strategies to engage parent teacher associations (PTAs) and similar local groups to become familiar with BusPatrol and support its student safety mission
- Manage and develop third-party safety relationships and support existing school bus safety campaigns such as Vision Zero, Let's Remember Adam STOP FOR THE SCHOOL BUS campaign and similar government led initiatives.

- Develop robust resource centre on BusPatrol.com and Stopforthebus.com sub-brand to position BusPatrol as a school bus safety thought leader. Drive SEO content strategy through content marketing on resource centre.
- 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 B2C marketing initiatives
- Proactively propose, implement and manage new ad buying initiatives and other sources of public engagement acquisition including through strategic partners and traditional media publishers
- Improve digital acquisition and nurturing plans of offline activities (ex. local events)
- 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, public engagement, brand awareness / recognition 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 PR , Marketing, Advertising or related discipline
- 5+ years in a PR, GR or marketing role, preferably with advocacy or B2C marketing (consumer brands or products)
- Skilled in marketing, public relations, and campaigns aimed at broad target audiences
- In-depth working knowledge of Google Analytics, AdWords, G-Suite, Microsoft Office Suite, and social media

## Assets

- Previous experience working with large consumer companies or digital agencies
- Previous experience working on public engagement campaigns with foundations / charities, institutions, government relations agencies or PR firms
- Certification in SEO or content marketing
- Advanced knowledge or extensive experience with media relations and project management
- 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

Job Types: Full-time, Contract

Experience:

- B2C Marketing: 5 years (Required)

Work remotely:

- No