
Digital Marketing Coordinator

Edmonton, AB

Post Date: 3/29/2018

Close Date: 4/13/2018

Region: Northern AB Region

Job Type: Full-Time

Posting Number: [Click here to enter text.](#)

Number of Positions: 01

Reports to: Sales and Marketing Specialist

Position Overview:

Qualico Communities, a leader in real estate development, is seeking a Digital Marketing Coordinator to join our team.

Reporting to the Sales and Marketing Specialist, Digital Marketing Coordinator is responsible for strategy, content creation, online advertising and day-to-day management of all social media channels and CRM strategy.

Key Accountabilities:

- Coordinates and implements inbound marketing strategy including developing and editing content for social media, blogs, and newsletters.
- Utilize Hubspot CRM to generate leads, manage and maintain client lists; create effective forms, emails and landing pages.
- Develop and maintain websites including regular content updates, usability testing, front-end improvements for increased engagement, SEO, and monitoring to ensure continued functionality.
- Daily monitoring and communication of all social media channels as well as developing strategies around new and upcoming platforms.
- Produce reports for websites, social media and online advertising using Google and Hubspot Analytics to aid decision making and enhance communications.
- Manage all aspects of company database (LotWorks) including training, troubleshooting and ongoing development.
- Develop and maintain Sharepoint include management of profiles, page creation and maintenance, coordinate external contact portals and ongoing development.
- Produce and edit video content for use as external marketing material.
- Coordinate, monitor, analyze and provide direction on digital advertising on Google Adwords, Facebook, Instagram, Youtube, etc.

Education & Qualifications:

- Post-Secondary education in Communications, Digital Media or other relevant field.
- Editing and production of video assets (Adobe After Effects & Premiere Pro).
- Experience in HTML, CSS, Javascript.
- Google AdWords certification preferred.
- Working knowledge of Sitefinity is considered an asset.
- Minimum 2 years' experience in Digital Marketing.
- Experience in the use of a Content Management System (CMS) such as Sitefinity.
- Experience in the use of a CRM such as Hubspot.
- Knowledge in the Adobe series (Photoshop, Illustrator, After Effects, Premiere Pro).
- Experience using Facebook, Twitter, Instagram and Youtube on a business level.
- Ability to work in a team environment.
- Ability to meet deadlines, adapt to meet changing requirements and standards.
- Ability to multi-task and manage ongoing projects.
- Ability to stay on top of changing trends in digital advertising and social media.

Working Conditions:

This position works primarily in an office setting during regular business hours. Travel to work sites may be required frequently.

It is Qualico practice to request a criminal record check prior to finalizing the appointment of successful candidates.

About Qualico Communities:

Qualico Communities has been developing award winning neighbourhoods and communities for over 60 years and we understand that integrity, quality, partnerships and giving back is important. A leader in real estate development, we put strong vision, planning and resources behind every project. We have designed, facilitated and built the highest-quality communities across Western Canada and in Austin TX working with local governments, builder contractors and residents.

At Qualico Communities our people make the difference. We offer competitive compensation packages including group benefits and company matching RRSP programs.

How to Apply:

Interested Applicants are encouraged to submit their cover letter and resume to careers.edmonton@qualico.com by 4:00 pm on 04/13/2018.