

Digital Marketing Specialist

Advanced Glazings Ltd. products, Solera and SoleraWall, are the most exciting innovations in the building industry. We sell occupant experiences - beautiful naturally daylighted buildings, creating customized daylighting solutions for each building. We have over 2000 projects up in North America and around the world.

We are looking for someone passionate about digital marketing and loves challenges. The Digital Marketing Specialist will help grow Advanced Glazings Ltd. to drive demand for the company's products and services. We want you to be a success, and we will do everything we can to support you and help you be your best!

We're looking for an expert Digital Marketing Specialist to grow our following, craft and post interesting content regularly, and collaborate with our team members.

If this sounds like you, apply today!

Responsibilities

- Build relationships with prospective clients through digital marketing channels
- Develop captivating and SEO driven content for all digital marketing channels: website, blog, case studies, social media, online industry communities
- Create and monitor digital advertising campaigns including email, paid search, display and social media
- Create YouTube videos including planning, recording, and launching new videos on our products and services
- Provide fast, accurate reporting and recommendations to improve and optimize digital campaigns to meet organization ROI goals
- Interview architects/building owners monthly for blog and case study content
- Research new marketing channels, customer segments, industry updates and changes
- Craft strategic messages with sales team to capture and nurture leads, support sales cycle and new target markets
- Assist the sales team in creating additional marketing and communication materials as needed including presentations, infographics, and email templates
- Act as moderator for continuing education programs to introduce host/presenter and online engagement tools on Zoom
- Act as company spokesperson when needed

Qualifications

- Post secondary degree in marketing, public relations, communications, or a related field
- 2-5 years experience in a related field

- Proficient at developing and managing multi-touch digital marketing campaigns (Google Analytics/Ads, social media platforms, marketing automation tools, etc....)
- Exceptional creative thinking, writing, and copy-editing skills
- Highly organized with the ability to work independently
- Proven track record and deep understanding of digital marketing concepts, channels, and platforms

Nice to have

- Be familiar with Canva, Mail Chimp, Trello, and internal CRM databases
- Possess a strong interest or curious about building and construction, architecture and/or sustainability in the built environment
- Understanding of sales funnels and optimization
- Knowledge of HTML/Drupal is a bonus
- Basic video editing and graphic design skills
- Passionate about innovation, technology and natural daylight is a plus!

Here are a few reasons why people have joined our team?

- An award-winning, inspiring workplace that supports its people and recognizes great work
- Offers a stimulating work environment with challenging projects and development opportunities to help you grow your skills
- Opportunity for additional training in sales and marketing skills
- Work in an exciting industry with clients across the globe
- We're a creative and innovative workplace where you can learn, be curious and try new things

Benefits

In exchange for all your hard work and determination, you will be compensated with an annual total compensation package in the range of 50,000 to 60,000 (depending on experience). You will also be eligible for a company benefits plan with potential for incentive program. You will also receive training, experience and mentoring from a dynamic team.

We thank all those who are interested in advance for applying for this position, however, only those selected for an interview will be contacted.