



## Digital Marketing Specialist

PHOENIX CONTACT Ltd.  
8240 Parkhill Drive  
Milton ON L9T 5V7  
Phone: 800.890.2820  
[www.phoenixcontact.ca](http://www.phoenixcontact.ca)

**Location:** Milton, Ontario, Canada

The Digital Marketing Specialist will support collaborative efforts in the distribution of integrated marketing services used to attract, engage, and convert customers online. This position will utilize social media, mobile apps, paid media, content marketing, SEO optimization, in addition to other emerging tools and platforms to develop and deploy cohesive messages for the market, such that all outbound messages have the look and feel that reinforces the company brand (Examples: YouTube, Instagram, Facebook, Twitter, LinkedIn, Google AdWords). This position will assist in the strategic planning and execution of multi-year messages across digital and online media to support the individual product and industry needs in the core functions of business including IMA, DC, RBU, and ICE.

### RESPONSIBILITIES:

- Perform digital landscape analysis, competitive audits, target audience analyses for brand Planning and new business opportunities.
- Stay abreast of new media and digital trends
- Strategy and execution of the digital marketing including SEO, Paid Search, Paid Social, Social Media, and Content Marketing.
- Ensure best practices are met across all digital tactics including paid search, SEO, display media, social media, and emails.
- Assist in the development of advertising campaigns that most effectively utilize the resources to address the needs of the PMMs, VMMs, and Distribution in delivering a cohesive message.
- Incorporate the strategic plan into messages placed on YouTube, Facebook, Twitter, Instagram, and LinkedIn while monitoring emerging social platforms and advising on Phoenix Contact's engagement within them.
- Measuring and reporting on the performance of all digital marketing campaigns
- Research and identifying target audiences and devising digital campaigns that engage, inform and motivate
- Ensure all content and digital assets meet all defined brand and legal standards, following established procedures and tools/workflows.
- Coordinate and develop the electronic/digital messaging and management for the PMMs and with the VMMs while incorporating lead collection practices.
- Assist in facilitating a comprehensive Planning Session with the PMMs, VMMs, KAM, Distribution and RSMs.
- Develop targeted marketing programs to advance sales penetration at the small/medium customers.
- Provide monthly report on activities to Head of Marketing ICE.
- Maintain effective communication channels and working relationships.
- Provide digital strategy insights and recommendations based on analysis from analytical tools such as Google Analytics and WiredMinds.
- Other duties as assigned.
- Develops new and improved methods, products, procedures, or technologies.

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### QUALIFICATION REQUIREMENTS:

- Marketing or Business Administration degree or equivalent related work experience.
- Advanced technical knowledge of YouTube, Instagram, Facebook, Twitter, LinkedIn.
- Understanding and experience working with SEO and SEM
- Basic understanding of industrial control applications a plus.
- Experience in project and campaign management
- Working knowledge of Microsoft Office: Microsoft Excel, Word and PowerPoint.
- Must be able to navigate and conduct on-line research

We are offering an attractive remuneration package, employee benefits and the opportunity to contribute to a fast-paced growing company with dynamic leadership and a history of growth and profitability.

**Awarded one of Canada's Best Workplaces, we recognize people as our most valuable resource. We are an equal opportunity employer.**

### To apply for this position:

Interested candidate may reply in complete confidence by submitting a resume with a summary of achievements to: **[TKawado@phoenixcontact.com](mailto:TKawado@phoenixcontact.com)**

We appreciate your interest; however only candidates selected for interviews will be notified.