

## **Job Description: Digital Content Manager**

Location: Saskatoon

Category: Full Time

Department: Marketing

Deadline: June 20, 2017

### **Job Description**

OBASA Group of Companies is seeking an energetic, strategic minded candidate to join their Marketing Team as the new Digital Content Manager. Reporting to the VP of Marketing, the Digital Content Manager will be responsible for creating and managing content and tools to further digital communication in support of local and international marketing and sales strategies.

### **Responsibilities include but may not be limited to:**

- Collaborate with the marketing, sales, and operations teams to develop effective content strategies and editorial calendars that reach our target markets through our online assets
- Manage the production and publication of content for the organization's digital communication through our websites, social media accounts, direct marketing tools and online assets on a daily basis
- Develop strategies and content that supports our brands helps reach our strategic goals through inbound marketing, SEO, lead generation, direct marketing campaigns, social media engagement, and more
- Work with colleagues, partners, and suppliers to produce resources ranging from training materials and guidelines to videos to assist our team in supporting our clients and members online
- Leverage market data, internal data, and trending topics to generate relevant ideas and topics for content creation for inbound lead and SEO programs
- Track and analyze digital marketing activities to measure the successes, identify gaps, and recommend solutions to improve our digital marketing and communication performance
- Work with translators to ensure content is accurate and available in multiple languages when necessary
- Liaise with suppliers, partners, and colleagues on special projects, as required

### **Job Requirements:**

The successful candidate will have the following skills and qualifications:

- A Degree in Marketing, Business Communications, or a related field
- 5 to 7 years experience in digital content strategy, creation, and management for multiple brands on multiple platforms.
- Strong understanding of user experience, inbound marketing, SEO, and direct communication best practices from concept, to planning, implementation, and measurement.
- Organized, detail-oriented, and committed to deadlines
- Creative, passionate, and strategic
- Results oriented, understanding how to manage analytics and tie metrics to actions to support goals
- Social media expert, with a track record of managing the content, engagement, and analysis of multiple social media platforms such as Facebook, LinkedIn, Twitter, YouTube, Instagram, and more

- Proficiency in MS Office, digital metrics such as Google Analytics and Hootsuite, content management systems, and more with an aptitude to easily learn new technologies
- Excellent written communication and proofreading skills
- Proficiency in French is an asset
- Experience in the hospitality industry is an asset

Please direct your questions and submissions to Jodie Robulak at [jodier@obasa.com](mailto:jodier@obasa.com)