

Digital Marketing Specialist

About DC

Digital Consultants is a digital marketing company that is committed to partnering with businesses and faith-based organizations to provide digital marketing services that ignite online presence and deliver value for growth. Digital Consultants will hand hold and walk along clients to develop custom marketing strategies and provide modern technology solutions for today's business problems.

Digital Consultants specialize in:

- Developing custom marketing strategies for growth and executing it with excellence
- Creating storytelling content along with modern technology for websites development
- Communicate your value proposition through Storytelling content
- Develop SEO, Responsive and Mobile Friendly website
- Full e-commerce system to order online and receive payment without human inter-action
- Fully manage social media channels and increase brand awareness
- Develop mobile apps that engage customers and grow business revenue

Responsibilities

- Conduct marketing audit on new clients to determine marketing strategies
- Carryout market research on target audiences, competition, and channels
- Create marketing strategies, track progress and determine next steps based on analytics
- Create content strategies based on marketing channels and client's goal
- Generate leads and track pipeline
- Post and manage Social Media channels and website to drive brand awareness, generate inbound traffic, sales and customer interaction for faith-based organization (e.g. Christian Schools)
- Develop, propose and implement a social media strategy suitable for our target markets
- Create description and content that clearly communicates the value and benefits of the organization
- Design graphics and contents for website
- Develop unique ideas and strategy to grow online presence and generate leads

Your Expertise

- Knowledge of user online experience mapping to create content and strategies
- Create content for digital marketing channels to increase engagement and grow followers
- Building a highly engaged posts and contents around the brand as well as creating brand ambassadors among followers

Digital Marketing Specialist

- Understand Social Media channels and to grow engagement
- Strong writing and editing skills
- Experience developing key messaging themes
- Able to identify target audiences
- Demonstrated knowledge marketing tools such as
 - Google Analytics
 - Google My Business
 - Facebook
 - Instagram
 - YouTube
 - LinkedIn
- Demonstrates personal commitment, acts with integrity, diplomacy and displays an open and trustworthy attitude

Digital Consultants Looking for team members who:

- Belong to a local church
- Exercise integrity, honesty and excellence at work
- Digital marketing education and/or experience
- Self-starter with innovative mind-set
- Natural at creating and building relationships
- Committed to learning and growing in digital marketing

Benefits:

- Flexible Schedule
- Work from Home

Compensation:

- Based on experience

How to Apply:

Interested candidate email your resume to info@digitalconsultants.ca