

Digital Marketing Manager

Informa Connect is looking for a **Digital Marketing Manager, Construction & Logistics** to help us build and engage our online community, generate leads and conversions through our digital channels, and create and manage new digital revenue opportunities.

Position Summary

As a core member of the Marketing Team, you will focus on the strategic development, delivery and performance of our digital platforms and initiatives as it relates to the B2B trade show and conference industry. Applicants must understand the demands and requirements of working in an environment with competing projects and non-negotiable deadlines.

As Informa Connect's **Digital Marketing Manager, Construction & Logistics**, your abilities and experience should include, but not be limited to:

- Develop online marketing strategies and oversee website design, usability and information management, SEM, SEO tactics, keyword research, link building, content development, social engagement and A/B testing for an online community and 7+ B2B events.
- Enhance new and existing events through digital lead generation, increasing social media buzz and providing new and enhanced digital marketing touchpoints.
- Source, publish and share videos, podcasts, interviews, articles, newsletters, surveys, publications, and jobs.
- Build and monitor the monthly newsletter including list development, email creation, customer segmentation, marketing automation and A/B testing.
- Grow and increase engagement for B2B social media profiles on Facebook, Twitter, LinkedIn, YouTube and Instagram.
- Manage digital transformation projects and propose new solutions to streamline and improve business processes.
- Monitor and report on performance analytics and key KPI's, ensure tracking implementation and manage search engine performance and goal setting.
- Support the sales team by attending meetings, proposing new digital opportunities, creating custom proposals, managing deliverables, and providing client reporting.
- Manage deliverables and identify opportunities with media, associations, sponsors, recruiters, educational institutions, industry experts and influencers.

- Attend industry events to network and build relationships, forecast market trends and stay on top of the latest market news.
- Report to the Director of Marketing and support, communicate and collaborate with Sales, Operations, Conference Programming and Marketing team members, plus internal solution providers and external vendors.

Qualifications:

- 5 years minimum experience in digital marketing and communications, growing a brand's presence, SEO, traffic and sales/conversions as well as tracking ROI.
- Google Analytics Individual Qualification and Google Ads Certification.
- Experience working with content management systems, email platforms (Adestra), database management platforms (Oracle) and analytic and posting tools (Sprinklr).
- Excellent understanding of the social media landscape including Twitter, Facebook, Instagram, LinkedIn and Youtube with a strong sense of different community behaviours and experience using social media to drive ROI and business goals.
- Experience managing performance marketing campaigns, focusing on SEO and driving performance.
- Experience of digital media buying and remarketing tactics.
- Capability in optimizing landing pages and user funnels.
- Understanding of A/B and multivariate experiments.
- Can think strategically, conceptually and analytically with experience in identifying target audience and delivering targeted campaigns to drive results.
- Possess an understanding of the B2B construction and logistics industries and can articulate and communicate within the business community.
- A proactive self-manager with an entrepreneurial spirit.
- Post-secondary degree or diploma in Digital Marketing and/or Communications.
- Strong writing skills.
- Flexible schedule and able to work during off peak times.

Apply at <https://informacanada.bamboohr.com/jobs/view.php?id=148>