

Digital Marketing Manager (12-month full-time contract)

Informa Connect is looking for a **Digital Marketing Manager** to act as a maternity leave cover for a **12-Month Contract Hybrid Position (both remote and in-office)** with possibility of extension. This role will help us build and engage our online construction, design and property management communities, generate leads and conversions through our digital channels, and create and manage new digital revenue opportunities.

Position Summary

As a member of the Marketing Team, you will focus on the marketing development, delivery and performance of our digital platforms and initiatives within the B2B trade show and conference industry. The ability to prioritize and manage time against firm deadlines is paramount to this role.

Reporting to the Director of Marketing, this position will:

- Help develop and implement online marketing strategies and execution plans for Buildings Canada and 5 construction, design and property management
- Amplify audience:
 - Source, publish and share videos, podcasts, interviews, articles, reports and jobs generated from the events and greater industry on Buildings Canada and Streamly.
 - Build and monitor the national monthly newsletter including list development, email creation, customer segmentation, marketing automation and A/B testing.
- - Enhance events through digital lead generation, increasing social media buzz and providing more marketing touchpoints to connect with companies and individuals.
- Optimize and Analyze:
 - Oversee Buildings Canada website design, usability and information management, SEM, SEO tactics, keyword research, link building, content development, social engagement and A/B testing.
 - Grow and increase engagement for B2B social media profiles on Facebook, Twitter, LinkedIn, YouTube and Instagram around global movements, industry news, etc.
 - Monitor and report on community performance analytics and key KPI's, ensure tracking implementation and manage search engine performance and goal setting.
- Conduct effective Sales Marketing:
 - Support the sales team by attending meetings, proposing new digital opportunities, creating custom proposals, managing deliverables, and providing client reporting.
 - Manage sales deliverables and identify opportunities with media, associations, sponsors, recruiters, educational institutions, industry experts and influencers.



- Work with vendors and establish and manage event amplifications tools used by media, associations, sponsors, exhibitors, speakers and delegates.
- Manage digital transformation projects and propose new solutions to streamline and improve business processes.
- Act as a key liaison to support, communicate and collaborate with Sales, Operations, Conference Programming and Marketing team members, in addition to internal solution providers and external vendors.

Required Skills and Experience

- 5 years minimum experience in digital marketing and communications with an understanding of the B2B construction, design and property management industries
- Demonstrable experience 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), analytics tools and social scheduling tools (Sprinklr).
- Experience managing performance marketing campaigns, focusing on SEO and driving performance.
- Optimization and Analytics:
 - 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.
- A proactive self-manager with an entrepreneurial spirit.
- Strong writing and written communication skills.

How to Apply

Please submit your resume at <https://informacanada.bamboohr.com/jobs/view.php?id=214>