



**Position:** Digital Marketing Specialist  
**Reports to:** Chief Digital Officer  
**Department:** Ecommerce  
**Location:** Head Office, Toronto, Ontario (Temporarily Remote)

### **The Opportunity**

As a Digital Marketing Specialist you will be responsible for working alongside the Company's marketing team to identify a target market, create a brand image, and create and maintain a marketing campaign for the internet and for digital technologies.

If you are knowledgeable in all things digital marketing and have a great passion for campaigns - this is the role for you!

### **How You Will Be Spending Your Time**

- Identify critical conversion points and drop off points and optimizes user funnels
- Plan and execute all web, SEO/SEM and display advertising campaigns
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Interpret results from digital advertising campaigns and share insights with cross-functional marketing teams
- Make improvement recommendations based on A/B results
- Create and execute SMS marketing campaigns
- Manage and oversee all digital marketing assets, including landing pages creation
- Suggest activities for improving the quality of online content
- Research competitors and provide suggestions for improvement
- Stay up to date with the latest technology, market trends and best practices
- All other duties as assigned by management

### **The Skills, Experience and Requirements You Need to be Successful**

- Minimum of College diploma or higher
- Minimum of 2 years of digital marketing experience
- Knowledge of Adobe AEM is an asset
- Extreme attention to detail
- Excellent management skills, strong written and verbal communications
- Strong project management and organizational skills

### **Are You Ready to Be a Part of Our Driving FORCE**

Those interested in applying for this role are invited to submit their resume and cover letter to [careers@redlabelvacations.com](mailto:careers@redlabelvacations.com) . You will be contacted if you are selected for an interview.



The Company values diversity in the workplace and is committed to employment equity. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), the company will provide accommodation, accessible formats and communication supports for the interview upon request and we will work with you to meet your accessibility needs.